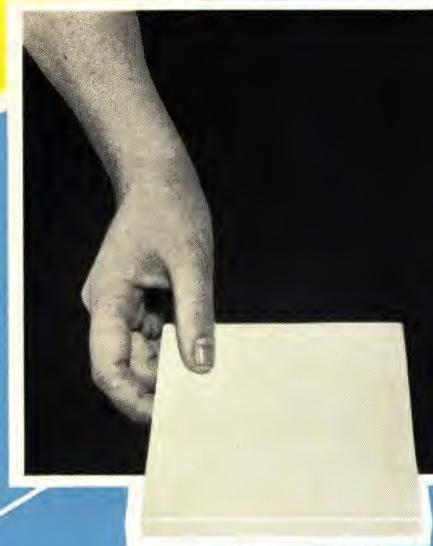


TERRAVITRA

THE LARGE UNIT TILE

TRADE MARK REGISTERED U. S. PATENT OFFICE

**PUBLICATION
No. 77
1941 Edition**



8 in 1

Manufactured by

FRANKLIN TILE COMPANY
LANSDALE :: PENNSYLVANIA

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DESIGN SERVICE

For larger projects involving particular problems of design or advantageous utilization of Terra Vitrá units, the services of our designers are available. Suitable color sketches will gladly be submitted for store fronts, interior floors and walls, or for any unusual project.

Please Return to Main Lindner.

PUBLICATION No. 77
1941 Edition

TERRAVITRA

THE LARGE UNIT TILE

TRADE MARK REGISTERED U.S. PATENT OFFICE

TERRA VITRA is expressive of the modern spirit in its size, design, colors and general character. The illustration on this page presents a direct comparison between the familiar 4 $\frac{1}{4}$ " tile and the 12 $\frac{1}{8}$ " size of Terra Vitra.



Usual Size 4 $\frac{1}{4}$ "

TERRA VITRA is a burned-clay product, a porcelain type of tile, and has all the well-known characteristics and advantages of such tiles. It differs from other tiles not only in size of unit, but also in type of colors, in finish, in bonding features, in style of trim and decorative units.

The illustrations in this publication are offered in the nature of performance records. This evidence of universal usefulness will speak for itself. The variety of the installations *alone* will demonstrate the general merit of this unusual, modern wall and floor material. Suggestions based on experience have been added in the form of sketches and structural details.



Terra Vitra Size 12 $\frac{1}{8}$ "

8 TIMES LARGER

TERRA VITRA is the largest tile made! That feature enables architects to design in tile for projects where considerations of scale have heretofore limited its use. This size and scale difference between TERRA VITRA and other kinds of tile is instantly apparent. Eight pieces of the usual 4 $\frac{1}{4}$ " tile would normally be required for covering one square foot of wall or floor, while that same area can be covered in Terra Vitra with one single piece of the 12 $\frac{1}{8}$ " size. The general conception of tile as a small-unit material has thereby been modified and advanced into a much wider realm of possibilities.

Manufactured by

FRANKLIN TILE COMPANY
LANSDALE PENNSYLVANIA



Faced in this modern Terra Vitra Manner GARAGES and SERVICE STATIONS attract favorable attention

The size and character of the tile units produce a desirable impression of stability.

Above: Dixie Parking Garage
Birmingham, Alabama

Chas. H. McCauley, Architect

Lower part and bands in 574 Medium Green; upper part in 512 Cream with vertical sign base in 534 Medium Heather and Medium Green. Curves at both sides of doorway formed with convex flute unit TV-702. (See page 23.)



RESTAURANTS, LUNCH ROOMS TAP ROOMS

In color, in simplicity of design and style, Terra Vitra treatments are thoroughly modern and outstandingly different from obsolete neighbors.

Left: Club Florence
Peru, Illinois

Field in color 552 Dark Rock trimmed with color 566 Deep Blue. The grilles are No. TV-120. (See page 25.)

QUICK FACTS AND CHARACTERISTICS

UNIVERSAL USEFULNESS of Terra Vitra for interior and exterior wall and floor work is the direct result of combining in one product after extensive research the most desirable qualities of different kinds of tile with large unit size. It is more than merely another kind of tile; it is a different, scientifically developed type of ceramic material with special properties which make it suitable in a wide field and offer advantages in that great variety of structures where definite engineering requirements and unusual conditions have to be satisfied.

High vitrification and wear-resistance, the toughness of the material, an exceptionally fine color range and effective surface finish—are some of the points which have contributed to the acceptance of Terra Vitra as a wall and floor material of outstanding merit.

HARD AS QUARTZ.—According to Moh's scale of hardness by which ceramic and many other materials are usually rated, Terra Vitra has a hardness rating of 7, equal to that of quartz. By the same scale the diamond is rated 10 at the top of the scale.

This quartz hardness is indicative of rugged durability, extreme wear-resistance, and trouble-free service.

FINISH.—The face of Terra Vitra has a finish which is dense, satin-smooth in appearance, non-reflecting, resists dirt and stain penetration, and for floors provides a safe foothold. It is unlike any other tile finish; it is not applied but part of the tile body and should not be mistaken for a glaze, because it is the result of a high degree of vitrification. Ease of cleaning is assured and surface treatments, such as waxing, are not required.

ILLUSTRATIONS ON THIS PAGE:

Top: Waldorf System Restaurant
Albany, New York

This front was planned by Mr. Sack of the system's architectural department.

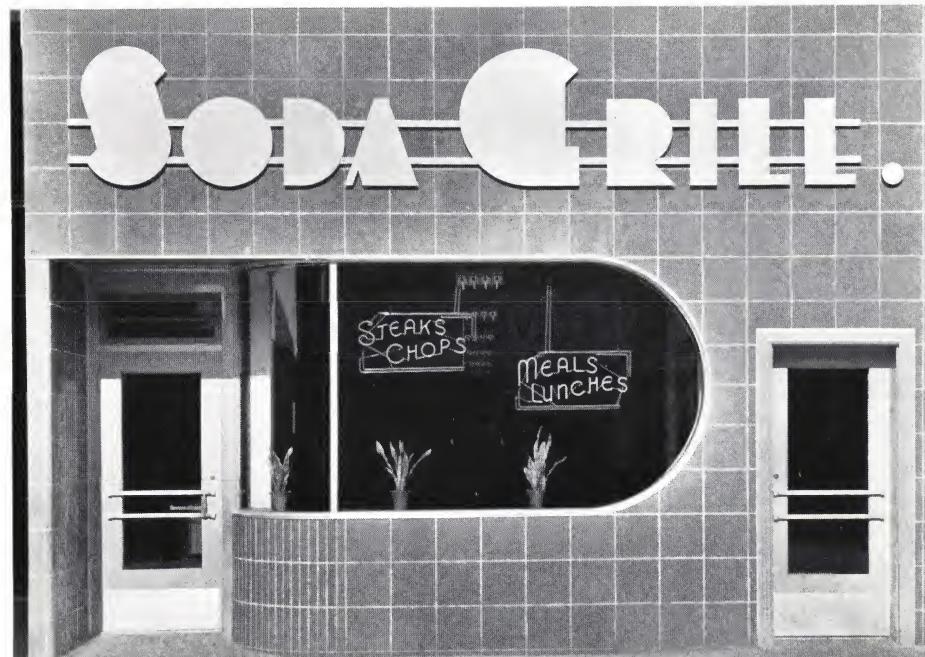
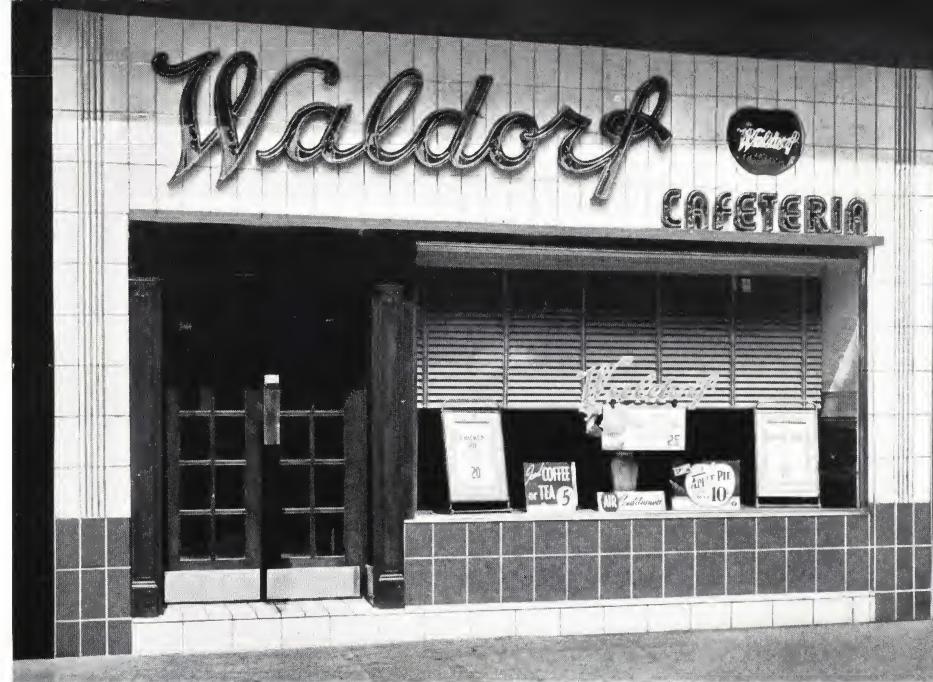
Field in 503 Peach Speckle, $12\frac{1}{8}'' \times 6''$ flat and TV-760 Fluted Trim, below window in 556 Heather Red with base and treads in 551 Light Rock.

Center: Cutrufello's
Bridgeport, Conn.

Below windows in color 536 Dark Heather; above window sill in 512 Cream with Fluted Trim TV-760 in 504 Peach.

Right: Soda Grill
Mason City, Iowa

Hanson & Waggoner, Architects.
Entire front effectively done in color
564 Turquoise.



TERRA VITRA EXTERIORS

OLD BUILDINGS DRESSED UP



WEATHERPROOF.—Terra Vitra is one wall and floor material that may be used both on the exterior or interior of buildings without regard to any of the usual limitations ordinarily imposed by climatic conditions. Its weather resistance is due principally to *high vitrification* which makes these tiles very low in absorption and consequently not subject to damage by frost in the presence of water.

The coefficient of expansion of Terra Vitra is similar to that of the masonry upon which it is installed. Therefore, the material is not under strain in high summer or low winter temperatures, and there's no cracking danger in case of sharp temperature changes.

BOND SAFETY.—All Terra Vitra units are made with back features which insure permanence and security of the bond between mortar beds and the tile. The back is provided with ribs to enlarge the bonding surface and to spread the mortar evenly without voids. In addition to this ribbing, the back is roughened by a "tooth" which imbeds itself into the mortar and forms a mechanical bond which holds the tile firmly in place. Installation of Terra Vitra onto full mortar beds eliminates voids in which water could collect and freeze.

Solid bonding of Terra Vitra with Portland cement mortar is possible because its coefficient of expansion and contraction is approximately the same as the masonry upon which it is installed. The strength of the bond has been tested in scientifically conducted performance trials and by experience with many installations in all sections of the country.

CORNER DRUG STORES

An eye-arresting front encourages window-shopping—it's half the sale.



Above: Delavan Bailey Drug Co.
Buffalo, N. Y.

Jack Kushin, Architect

The color of the field is 501 Pink Speckle, that of the bulkhead 552 Dark Rock

Center: T. A. Alfieri Drug Store
Buffalo, N. Y.

Field in 563 Blue Speckle trimmed with bands in 566 Deep Blue

Lower: Searle's Drug Store
Buffalo, N. Y.

Troup Engineering Co., Architects
Lower part in 566 Deep Blue, upper part in 582 Neutral Gray

MARKETS AND GROCERIES

The problem of making the simple front an effective one is made easier with Terra Vitra because it is so well suited to the purpose. Here the entire facing is in one color—564 Turquoise—and normal contrasts are provided by sign, awnings and the merchandise itself.

Grand Food Market
Vineland, New Jersey

Harold M. Klaisz,
Architect



FACING OF ENTIRE BUILDING

Bond safety is well demonstrated by this installation located in the Alleghenies where severe winters are the rule. The entire face of the building from sidewalk to parapet was renovated with Terra Vitra and thus the effect of an entirely new home created for the department store and theater which it houses.

The color scheme consists of a field of 514 Butternut trimmed with 566 Deep Blue. Curves above and below show windows were inexpensively formed with trim shapes illustrated on pages 20-23.

A definite impression of structural strength has been produced. And the building is now virtually self-cleaning and permanently attractive.



Oppenheimer Building
Shenandoah, Pa.

C.A.JENSEN

JENSEN JEWELRY STORE
LA SALLE, ILLINOIS

A true show-case design of shop front, with traffic flow lines carefully studied out and emphasized so that window shoppers are eased into the store. The Terra Vitra fluting below the curved windows is a fine decorative touch, very practical and effective.

The entire facing is in color 552 Dark Rock. The sign will last forever—the letters were cut into the Terra Vitra face and a rich blue ceramic glaze fused into the depressions.

For details on fused-on signs and trademarks, and ornamental trim, see pages 22 to 25.

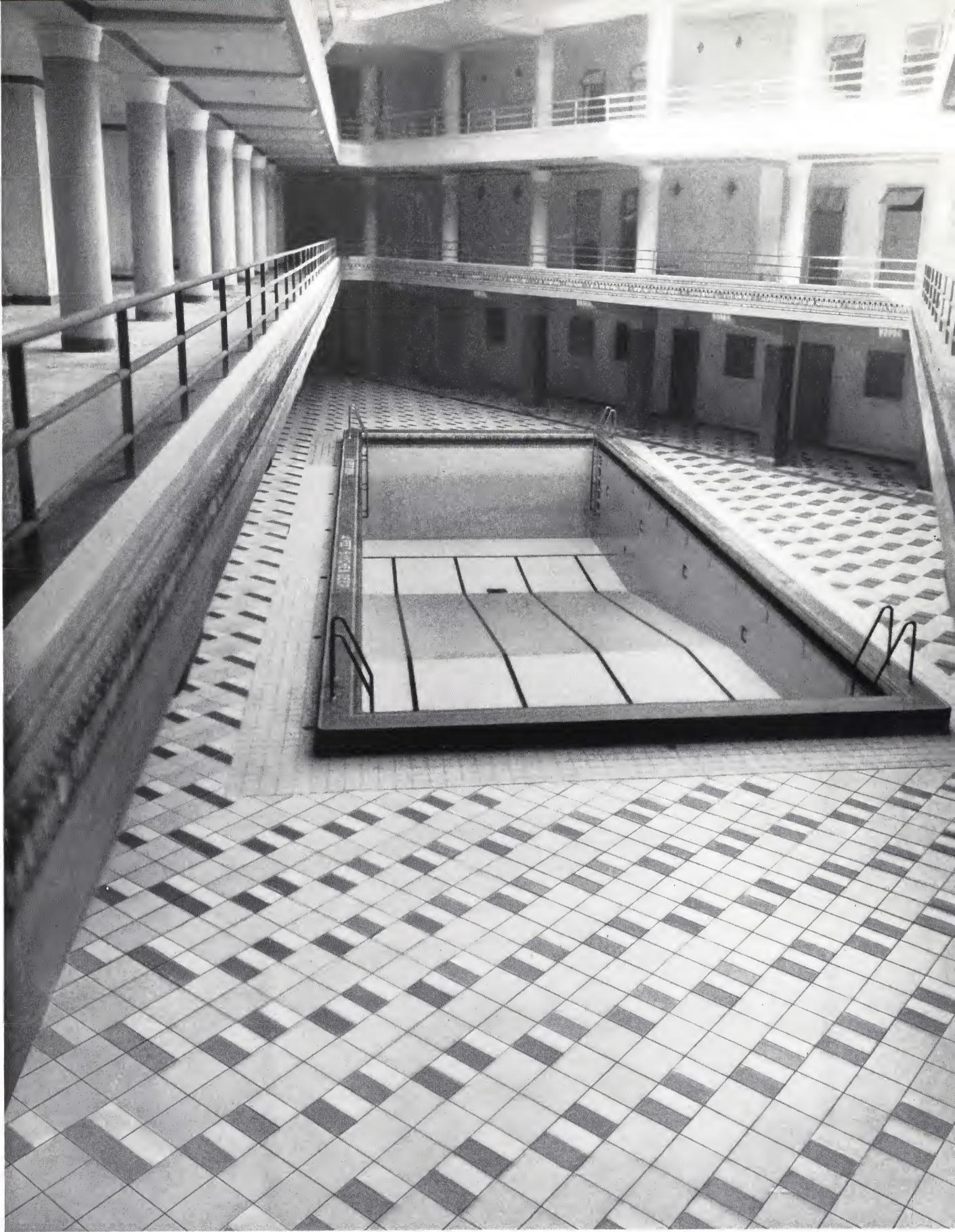


Below: REXACH TOURIST HOTEL
SAN JUAN, PUERTO RICO

R. G. Reichard, Architect

Close-up of Central Court and Arcade.



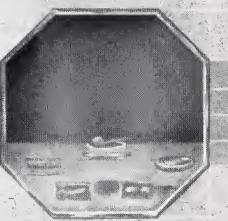
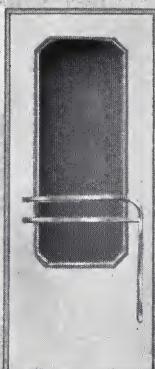


HOTEL IN THE TROPICS

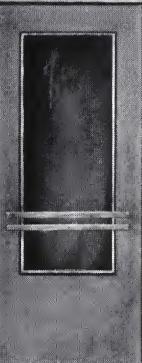
REXACH TOURIST HOTEL
SAN JUAN, PUERTO RICO
R. G. Reichard, Architect

A luxurious new hotel in the Antilles facing the sea and shaped like a ship. The entire central court and the arcade floor are tiled in a large-scale random pattern of Terra Vitra, featuring $12\frac{1}{8}''$ squares, covering an area of about 10,000 square feet. The colors are in the Spanish tradition—turquoise, deep blue, yellow and brown—and were selected for intensity and contrast to insure beauty and effectiveness under the tropical sun by day and under glamourous illumination at night.

MEN'S - SHOP



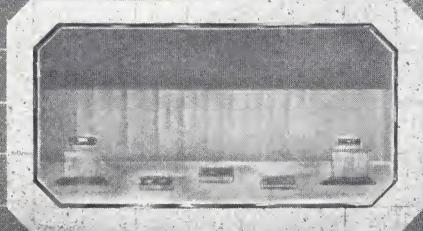
FLORIST



GIFTS



The
Jewel
Box



I D E A L F O R

S M A L L S H O P S

H I G H A T T E N T I O N V A L U E

Modernization with Terra Vitra pays. A Terra Vitra store front accomplishes its merchandise purpose—it is attractive, colorful, easily seen, easily remembered and easily identified up and down the street. It commands attention and has a definite sales appeal by being different from every other type. Through the rock-like texture of the colors it conveys substantiality, soundness.

The sketches on this page convey how well Terra Vitra meets the peculiar needs of the small shop front where the latest type of display window is virtually a show case. Easy-to-see window displays result when the Terra Vitra bulkhead is about waist level above the sidewalk and the eye level of the shopper comes about midway between the sill and top of the window. Relatively small and low windows follow these principles and produce the show case effect which experienced designers strive for in effective small shop installations.

By having low windows, it is possible to allow for a mass of plain Terra Vitra area above, without too much design detail, and thereby increase the apparent size of the store front—make it more noticeable. But areas, lines and bands in different color than the field are frequently used for accenting the design and for emphasizing changes in plane. Some of the ornamental trim pieces illustrated on pages 23 and 25 accomplish the same purpose, particularly the several flute units.

The lowest or base course should never be set directly against the sidewalk nor should a cement joint be used at that line. An expansion joint of about one inch should be provided all along that line and filled with mastic. This joint prevents chipping and loosening of Terra Vitra due to sidewalk movement from frost action or expansion during hot weather. See page 30 for structural detail.

STANDARD SIZES

$\frac{3}{8}$ " to $\frac{7}{16}$ " thick according to size and color.

SQUARES AND OBLONGS

12 $\frac{1}{8}$ " Square	12 $\frac{1}{8}$ " x 9 $\frac{1}{16}$ " Oblong
9 $\frac{1}{16}$ " Square	12 $\frac{1}{8}$ " x 6" Oblong
6" Square	

OCTAGONS

12 $\frac{1}{4}$ " Octagon with 4 $\frac{7}{16}$ " Dots
6" Octagon with 1 $\frac{13}{16}$ " Dots

All flat units have cushion edge;
trim units have square edge.

The squares and oblongs integrate so that an almost endless variety of designs and pattern combinations can be worked out based on installation with an $\frac{1}{8}$ " joint. The various sizes are manufactured for this width of joint though a wider joint may be used.

The rectangular tiles for each installation are ground to size with a tolerance of approximately $\frac{1}{32}$ ".

Diagonal halves frequently needed for geometric patterns and borders are obtainable at no extra charge over unit cost. Special cuts can be furnished at small additional cost.

For classification according to color, see pages 14 and 15.

Snyder's
kiddie shop





Silvertone Theater
Silverton, Ohio

Daniel M. Rees,
Architect

This suburban motion picture house has been given an inviting appearance by the Terra Vitrata facing.

The bulkhead and darkest decorative banding are in color 534 Medium Heather; the field is in color 551 Light Rock; the middle tone is color 552 Dark Rock.



THEATER LOBBIES require floors that wear well, because thousands of people walk over them every day, and periodic replacement would interrupt business and increase operating costs. Always attractive, always easily cleanable and free from expensive upkeep, this large-scale Terra Vitrata floor is a good business investment.



Lobby of Silvertone Theater
Silverton, Ohio

Daniel M. Rees, Architect
Octagons alternating in colors 504 Peach and 503 Peach Speckle with squares in 534 Medium Heather.

THEATER BUILDINGS

Terra Vitra makes a striking appearance, inside and outside—an essential for every theater. It is one of the most versatile materials ever developed for certain branches of the building field, and for that reason has found appropriate use for interior floors and walls as well as for the exterior of theater buildings.

The possibilities of utilizing it advantageously in so many ways and places with uniformly satisfactory results have appealed to theater owners and their architects. Another worth-while advantage is the facility with which it can be used in conjunction with other materials—glass brick, marble, stone, metal, and many others.

The third advantage is, that it can be solidly bonded to the building without anchoring.

Anything constantly exposed to sun and weather should be weatherproof. This is the fourth advantage of Terra Vitra—regardless of climate, it is not affected by the weather, by frost or heat. Taken together with its attractiveness and reasonable cost, it is not surprising that it has won the confidence of men who plan, build and own theaters or other types of buildings.

DECORATIVE VALUES.—The Terra Vitra palette and trim complements have sufficient range to obtain facings for new and for old theaters that perform the function for which they were designed, principally to attract favorable attention.

Designing effective building facings in Terra Vitra presents no difficulties with the assistance of an architect. The material has maximum color value and decorative flexibility and is therefore easily adapted to the conditions and style of almost any commercial building. Whether the color scheme has to be vivid or subtle, the ornamental detail simple or elaborate, and the climatic conditions are mild or severe, a building can be faced with Terra Vitra with the assurance that an attractive, permanent installation will result, which not only affects appearance and upkeep costs but becomes a valuable business asset. It pays to have a Terra Vitra front!

COST.—Terra Vitra offers beauty and durability in theater fronts at an installed cost which compares favorably with that of other large-unit facing materials. Superiority in appearance, permanence, and safety considered, the cost is very reasonable. Since local labor conditions and structural details affect the cost, a nearby tile contractor should be consulted and estimates obtained.

Cloverhook Theater
Cincinnati, Ohio

Daniel M. Rees, Architect

Bulkhead in color 564 Turquoise; field in 552 Dark Rock; chevron band in 552 Dark Rock and 561 Turquoise Speckle.





Above: Gardner Dairy, Rocky Mount, N. C.

S. S. Toler & Son, Architects

Terra Vitra walls of this installation permit daily cleaning with scalding water. Colors: 514 Butternut, 571 Green Speckle and 576 Dark Green.

Below: Parking Garage, Rockefeller Center, New York

Earl H. Lundin, Architect

This is the waiting lounge of a parking garage within an office building with a capacity for 800 cars. The 12 $\frac{1}{8}$ " squares of Terra Vitra are a heavy-duty installation.



HEALTH CLINIC
Otis E. Brown School
Indianapolis, Ind.

Robert Frost Daggett, Architect

These Terra Vitra walls in color 571 Green Speckle will last as long as the school building stands, without deteriorating or becoming obsolescent. School architects must look far ahead in selecting materials and on principle specify those which retain their original value, appearance and effectiveness without high maintenance cost or expensive, periodical repair.



WARD—Bellevue Hospital, New York
Dept. of Hospitals, City of New York,

Isidore Rosenfeld, Senior Architect

25,000 square feet of Terra Vitra in color 532 Light Heather were installed in the group of buildings in which this typical ward is located. The floor is cheerful and practical in color, has a surface that can not be scratched or cut by legs or casters of steel equipment, does not absorb medicine or other stains, and in general character is appropriate for use in buildings of the importance of Bellevue Hospital.



FULL RANGE OF DEEP AND DELICATE

C O L O R S

Terra Vitra is manufactured in the 26 attractive colors arranged on the opposite page in series for convenience in making selections. They include pastel shades principally for interior work as well as deeper colors chiefly for exterior work.

SPECKLING.—All Terra Vitra colors are "speckles;" they resemble in softness of tone those found in natural stones. The speckling is an element which tends to unify the colors in shade and tone. By its irregularity, speckling breaks up variations in the predominant color of each unit, makes the colors more interesting, more agreeable, and more easily combined with other Terra Vitra colors and with those of other materials.

UNCHANGEABLE.—All Terra Vitra colors are the result of vitrifying ceramic materials—they are permanent, do not fade and are not affected by the weather. They can be used for exterior work where they are exposed to sunlight or for interior installations in cooling and steam rooms.

SAME THROUGHOUT.—Terra Vitra colors extend through the entire thickness of the tile; the color is not a surface layer on a body of different color. This is an advantage which, combined with the wear-resistant, easily cleaned surface, permits the use of Terra Vitra for work where glazed tiles have limitations.

VARIATION.—The colors of Terra Vitra are subject to variation in shade, speckling and finish. Variation will occur between individual tiles of an installation and between tiles produced and furnished at different times.

Samples are representative of color in general. Shipments cannot be matched exactly for shade, texture or finish to individual samples.



Above: Kroon Residence
Swarthmore, Pa.

The large Terra Vitra units are right in scale for this attractive checkerboard design; an appropriate floor, and everlasting. The colors are 566 Deep Blue and 516 Deep Yellow.



Country House Kitchen
Worcester, Pa.

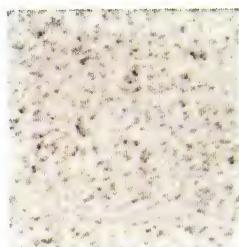
Albert G. Benner, Architect

Terra Vitra has all essential qualities for a serviceable kitchen floor—finish, cleaning ease, and practical coloring. The alternating squares are in colors 512 Cream and 594 Black Speckle.



ALL TERRA VITRA COLORS are correlated and easy to work with in producing attractive and satisfying designs for walls, floors and exterior facings. The speckling is irregular and without any pattern, hence produces an all-over variation in texture which imparts a natural and restful quality to the colors. The surface finish is smooth yet without objectionable reflections. Thus, the character of the colors and the type of finish alone make Terra Vitra appropriate and advantageous for interior and exterior work when considered purely for decorative suitability and merit. With the large flat and trim units obtainable in these colors, thoroughly modern and distinctive effects are invariably obtained.

COLOR CHART TV-3



571
GREEN SPECKLE



583
GREEN GRAY



512
CREAM



504
PEACH



503
PEACH SPECKLE



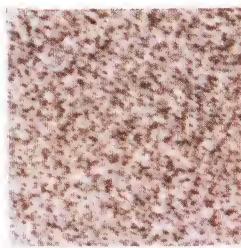
574
MEDIUM GREEN



576
DARK GREEN



514
BUTTERNUT



552
DARK ROCK



551
LIGHT ROCK



586
TAN GRAY



587
BROWN GRAY



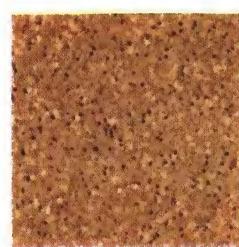
516
DEEP YELLOW



582
NEUTRAL GRAY



501
PINK SPECKLE



532
LIGHT HEATHER



534
MEDIUM HEATHER



518
ORANGE



564
TURQUOISE



561
TURQUOISE SPECKLE



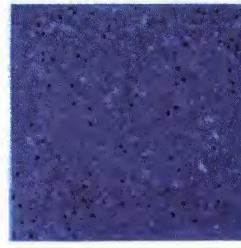
505
DEEP PEACH



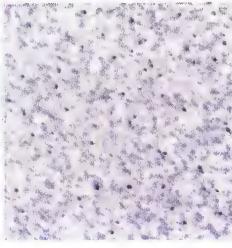
556
HEATHER RED



594
BLACK SPECKLE



598
JET BLACK



566
DEEP BLUE



563
BLUE SPECKLE

Group I colors are names without underlining.

For Standard Forms of Specifications, see Page 36.

Group II colors are names with underlining.



Madison Square Boys' Club
New York, N. Y.

Holden, McLaughlin & Associates, Architects
Walls in 514 Butternut, 12½" Squares

WALLS IN SCHOOL CORRIDORS are frequently subject to sharp, accidental blows; therefore, they should possess hardness but not brittleness. The wall material should resist normal impact without shattering, spalling or cracking.

Terra Vitra has been fully tested for impact as well as breakage strength. In the impact tests a heavy steel ball was repeatedly dropped on the center and corner of the mounted test pieces from gradually increasing heights. In the tests for tensile strength the test pieces were subjected to transverse strains through increasing pressure at one point. The modulus of rupture was found to be exceedingly high, ranging from 6500 to 7000 lbs. per square inch. All practical service requirements appear to be satisfied by these impact and strength tests.

Walls and floors in school corridors have to be of the heavy-duty type such as Terra Vitra can supply. They must resist not only normal wear but deliberate, mischievous defacement—scratching, sharp blows and bumps, pencil, ink and crayon marks and all sorts of stains. It is well to know, therefore, that Terra Vitra can take rough usage without damage and be kept in clean, serviceable and attractive condition at all times. Experience with installations in

various types of buildings has proven that Terra Vitra stands up well under concentrated wear. Tests have been made for hundreds of hours with special apparatus and abrasive grits to duplicate or simulate the probable effect of concentrated wear. These tests have revealed an unusually high resistance of Terra Vitra to abrasion, and its exceptional suitability as a floor material where heavy foot traffic occurs.

HEAVY-DUTY TERRA VITRA FLOORS AND WALLS FOR SCHOOLS AND COLLEGES

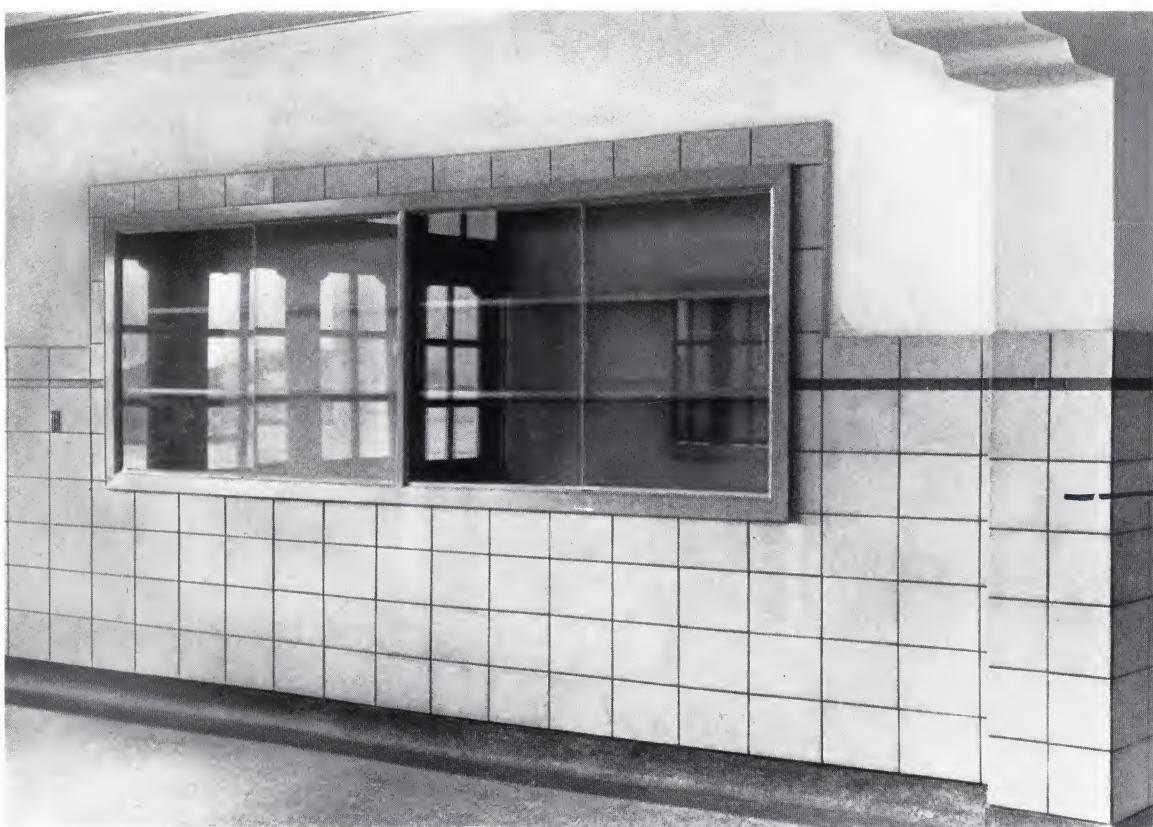


Above:

Woman's Dormitory
Catherine Alexander Hall
Baylor University
Waco, Texas

Birch D. Easterwood & Son,
Architects

In color, size of units and scale of pattern, this floor is well suited to this large room devoted to social functions at an important university. It provides beauty and durability at low cost, and renewal, replacement or even refinishing need not be anticipated—it will always look neat and new. Terra Vitra was selected to save upkeep expense even though slightly higher in original cost than another floor material. The floor consists of $12\frac{1}{4}$ " octagons in color 532 Light Heather with squares in 534 Medium Heather.

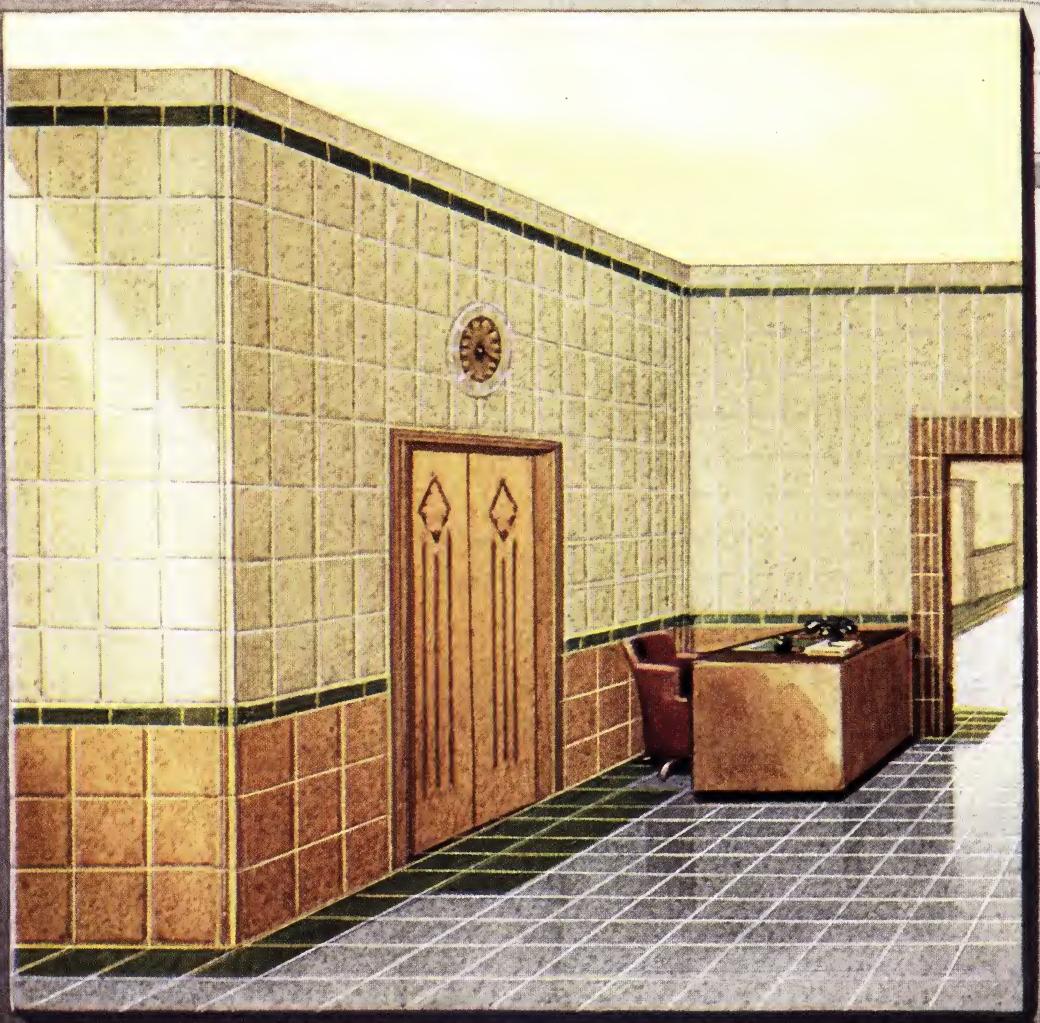


Robert Driscoll High School
Corpus Christi, Texas

Brock, Roberts & Anderson, Architects

The wainscots in corridors and various rooms are in Terra Vitra color 551 Light Rock with a strip in 576 Dark Green. Simplicity and economy were effected by eliminating trim shapes; corners and cap were formed with flat units in $12\frac{1}{8} \times 9\frac{1}{16}$ ashlar and $12\frac{1}{8} \times 6$ sizes. These wainscots can be depended upon to resist attempts to scratch or mar them by ordinary means. The colors extend throughout the body and even abuse with sharp instruments will not bring another color into view.





FRANKLIN
TILE
COMPANY

Lansdale,
Pennsylvania
Manufacturer

Terra Vitra is offered in 26 interesting, speckled colors. The speckling is without pattern and imparts a pleasing quality to the colors. Richly colored as well as soft, delicate effects may be achieved without difficulty.

Terra Vitra installations convey an impression of stability and soundness, produced by a combination of unit size, effective color, and an extensive, modern series of trim members which is strictly in keeping with the character of the material.



TERRA VITRA

The Large Unit Tile

Terra Vitra has been chosen for many purposes in a great variety of buildings, because it offers exceptional application possibilities. Climatic considerations present no limitation; bonding features assure absolute safety even high above street level. Decorative details are easily incorporated. Under foot or on vertical surfaces, it resists abrasion and impact. It meets the requirements of simple residential work as well as unusual, heavy service demands in the institutional and industrial fields.

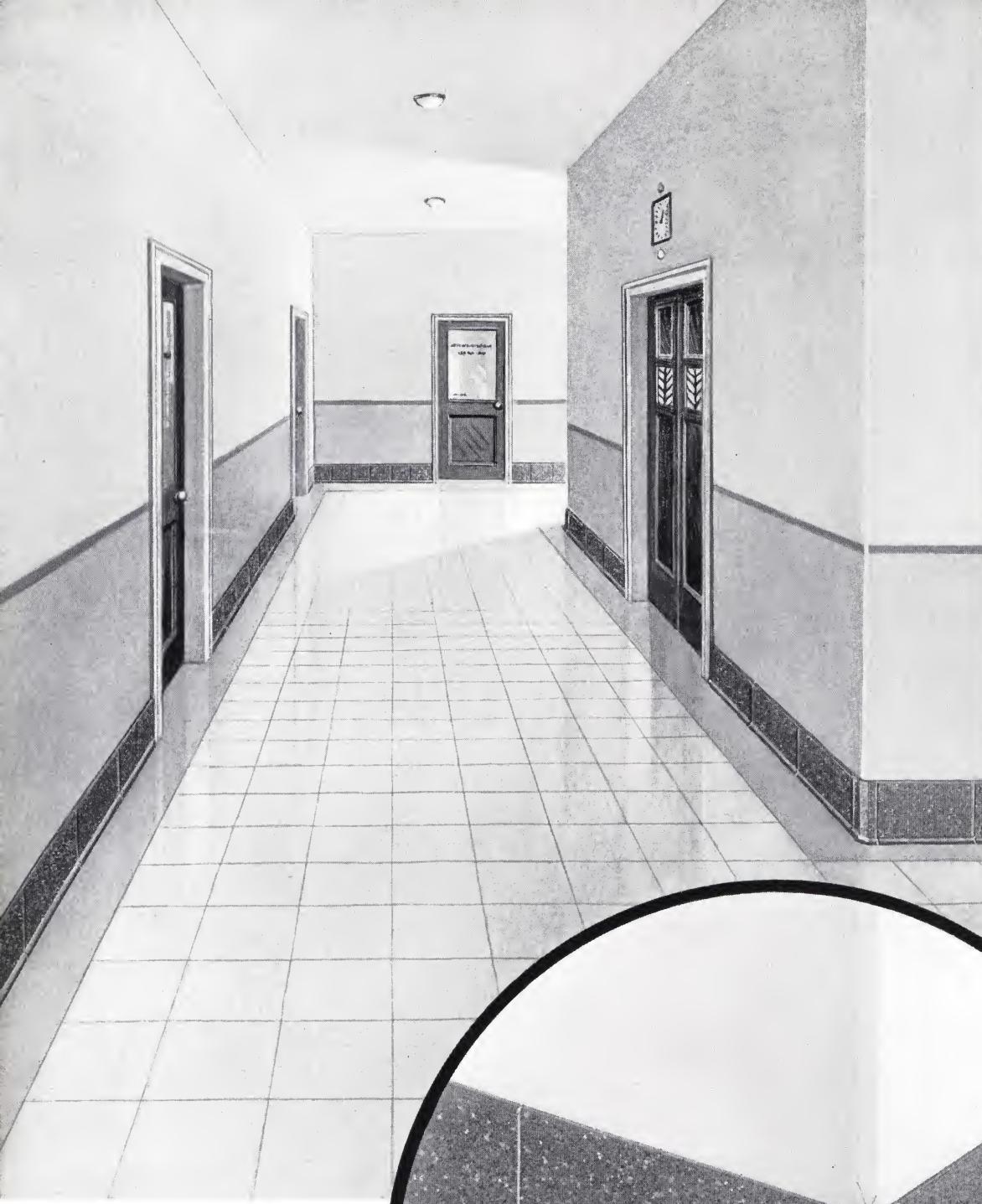
STYLE-SETTING TRIM

Terra Vitra trim shapes are distinctive in design to the smallest detail. Simplicity in form and line has been the keynote in developing and producing them, with the result that they have individuality. They are modern, straight-lined, with sharp definition of planes, high lights and shadows, quite in keeping with the general character of the material and thus enable architects to work out interior or exterior style effects which follow the latest design trends.

Terra Vitra trimmers differ from the usual tile trim not only in size, but particularly in the absence of coves and quarter rounds. Instead, the corners, caps and bases are beveled and sanitary features have thereby been retained.

For column, pilaster and store front work, for curved surfaces, and for general enrichment of walls, a series of convex and concave flute units has been provided, as well as a notched corner moulding.

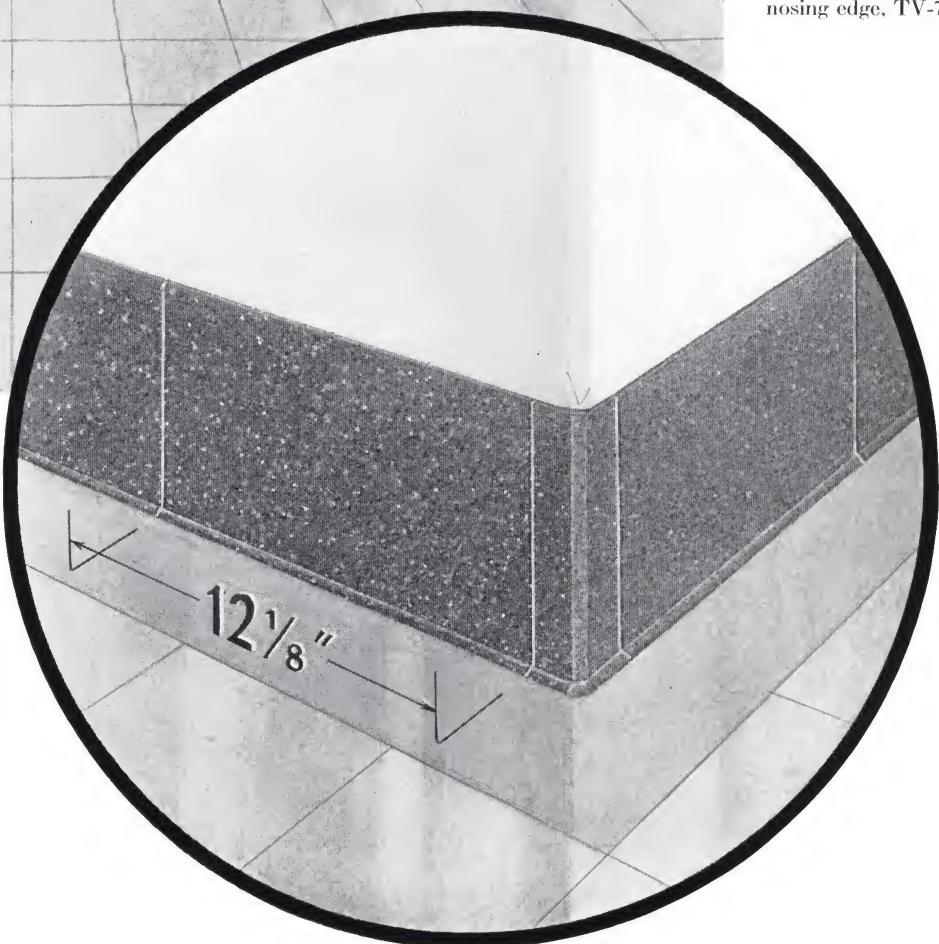
A plain tread nosing, TV-7665 is available for steps and stairs. As a safety tread for stair nosings and take-off edge around swimming pools, TV-7667 (page 24) can be supplied. This piece has regularly two lines of abrasive inlay along one edge; if desired for additional visibility and safety, it can be furnished with a third line of inlay at the nosing edge, TV-7669.



B A S E

A Terra Vitra base offers advantages in corridors of public and private buildings. It can be installed in normal sequence as construction progresses. The smooth, quartz-hard finish takes wear and constant cleaning.

An exterior angle with $\frac{1}{8}$ " radius to fit against square plaster corners can be supplied when necessary for base work and can be set with approximately $\frac{1}{16}$ " joints. The number of this square angle is TVH-1293, $9\frac{1}{16}$ " high, or TVH-1263, 6" high, and is not illustrated in this publication.



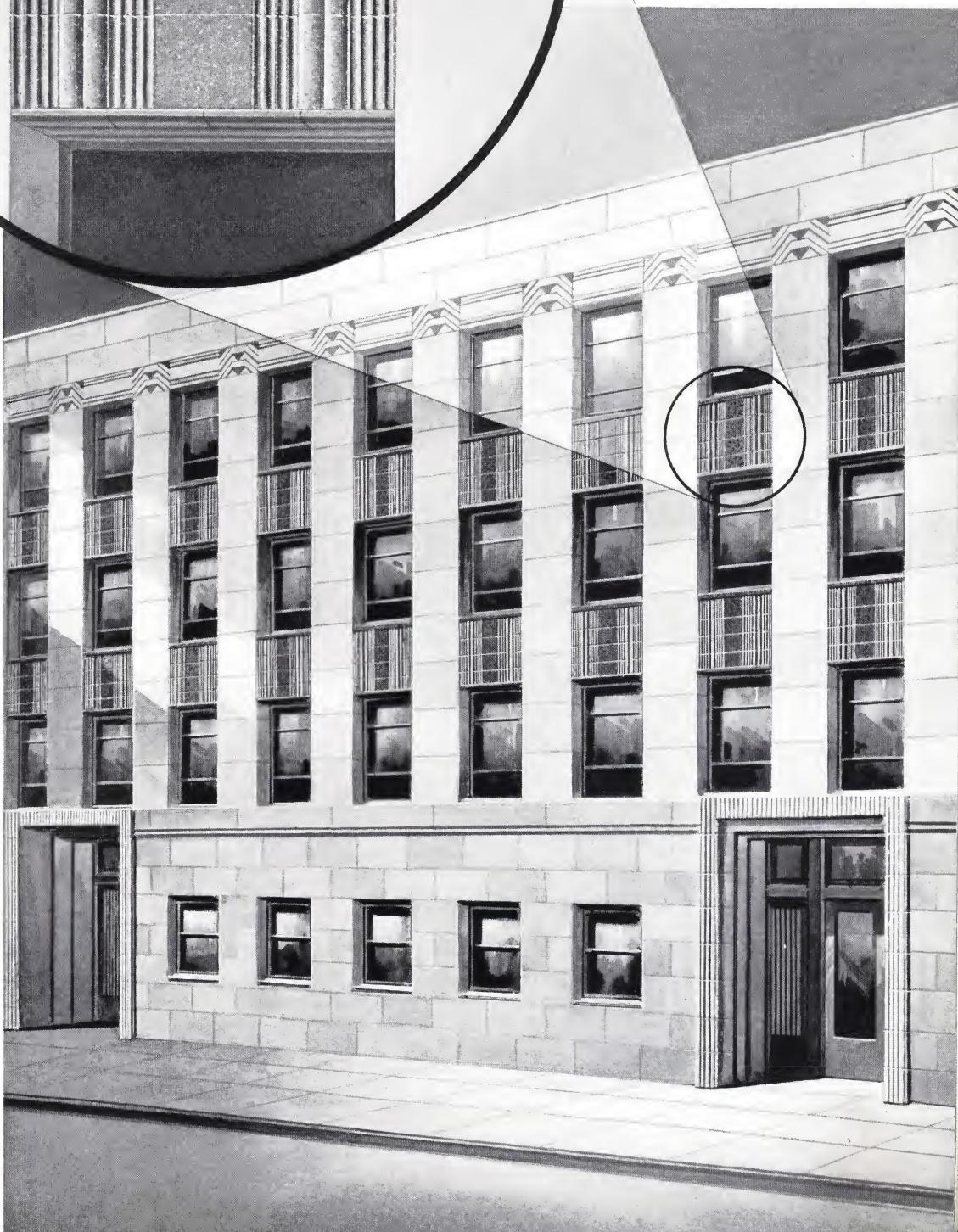
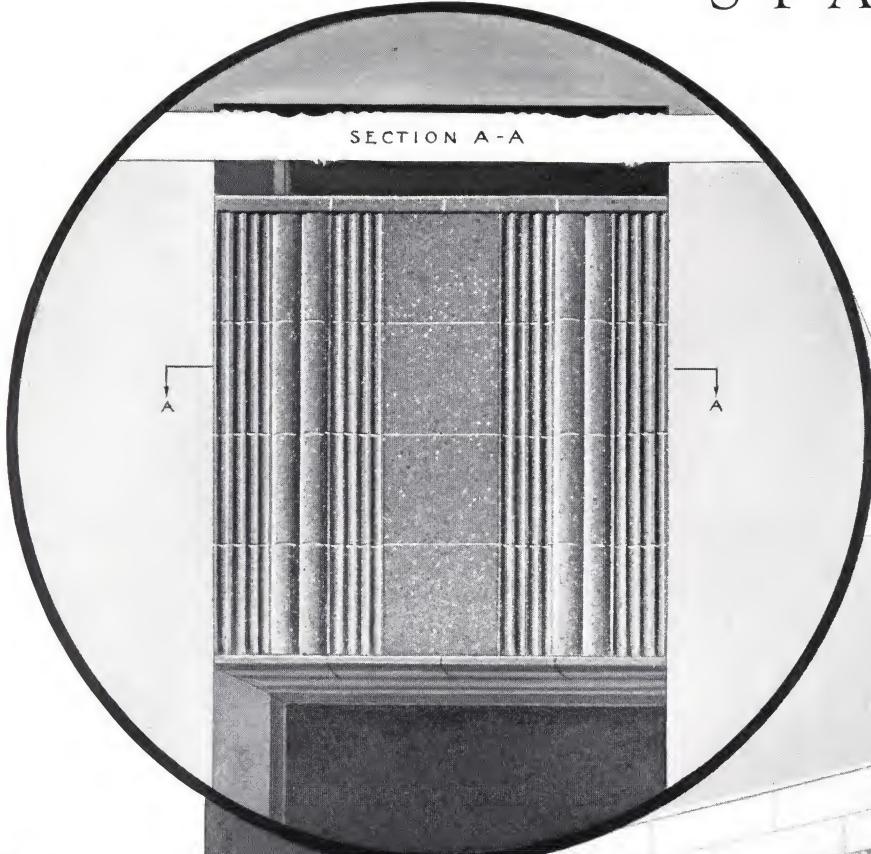
SPANDRELS

The idea of using tile spandrels is not new. The value of a Terra Vitra spandrel lies in the small number of pieces needed because of the large size of flat and trim units. In character, color and trim detail, Terra Vitra harmonizes well with stone and brick masonry. Ribbing and keying features on the back permit each piece in the spandrel to be firmly bonded.



Combinations of Terra Vitra ornamental trim shapes with flat tiles provide a practical and effective way of forming spandrels. In the illustration on this page, two trim shapes, namely $12\frac{1}{8} \times 6$ fluted trim TV-760 and $12\frac{1}{8} \times 2\frac{7}{8}$ convex flute TV-702, were used with $12\frac{1}{8}$ squares. For such purposes Terra Vitra offers color and texture, variety in contour and individuality in design by utilizing different trim pieces in many interesting ways which the creative faculties of the architect may devise.

If desired special incised features or ornaments may be incorporated on any of the flat Terra Vitra units and glazed in positive colors (see page 25.)



Terra Vitra Trim

CAP UNITS



TV-1204
12 1/8 x 1 3/4 Stretcher



TVC-1204
Out Angle



TVB-1204
In Angle



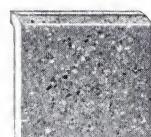
TVY-1204
(Fillet)
Sq. In Angle



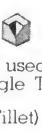
TVM-1204
Up Corner



TVN-1204
Down Corner



TV-664
6 x 6 Stretcher



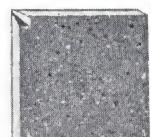
**(Also used as
TVY-1264)**
TVY-664
(Fillet)
Sq. In Angle



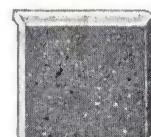
TVC-664
Out Angle



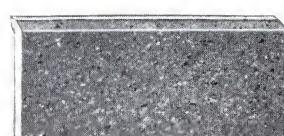
TVB-664
In Angle



TVM-664
Up Corner



TVN-664
Down Corner



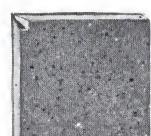
TV-1264
12 1/8 x 6 Stretcher



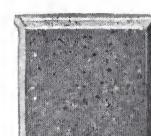
TVC-1264
Out Angle



TVB-1264
In Angle

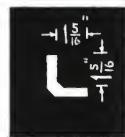


TVM-1264
Up Corner



TVN-1264
Down Corner

BASE UNITS



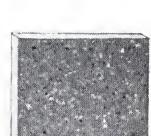
TV-1205
12 1/8 x 1 3/4 Stretcher



TVC-1205
Out Angle



TVB-1205
In Angle



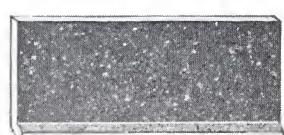
TV-663
6 x 6 Stretcher



TVC-663
Out Angle



TVB-663
In Angle



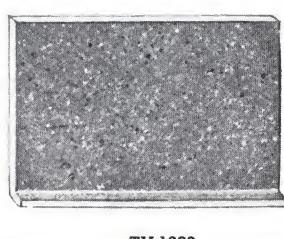
TV-1263
12 1/8 x 6 Stretcher



TVC-1263
Out Angle



TVB-1263
In Angle



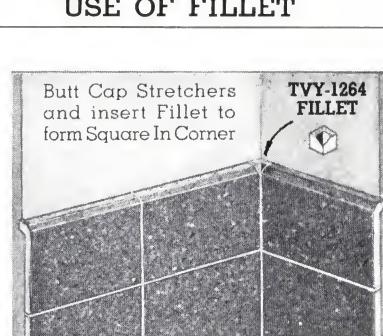
TV-1293
12 1/8 x 9 1/4 Stretcher



TVC-1293
Out Angle

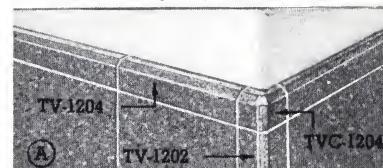


TVB-1293
In Angle



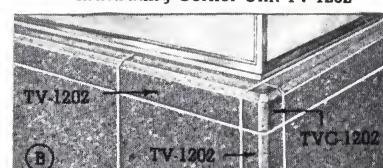
Return on Cap and Corner Units

Illustrating Cap Unit TV-1204



Cap Units have a return of $\frac{7}{8}$ " and can be used in the same way as other types of caps. The return extends to the plaster line.

Illustrating Corner Unit TV-1202

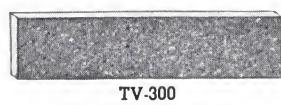


Corner Units have a return of $1\frac{3}{4}$ " and can be used as cap when a deep return is wanted such as around store windows.

Terra Vitra Trim

All Trim has square edges

BAND AND STRIP UNITS



TV-300
12 1/8 x 2 7/8 Stretcher



TVC-300
Out Angle



TVB-300
In Angle



TVMN-300
Up & Down Corner



TV-702
12 1/8 x 2 7/8 Stretcher



TVC-702
Out Angle



TVB-702
In Angle



TVM-702
Up & Down Corner



TVV-702
3-way Junction



TVX-702
4-way Junction



TV-706
12 1/8 x 6 Stretcher



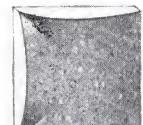
TVC-706
Out Angle



TVB-706
In Angle



TVM-706
Up & Down Corner



TVV-706
3-way Junction



TVX-706
4-way Junction

PLAIN CORNER UNITS



TV-1202
12 1/8 x 1 1/4



TV-1201
12 1/8 x 1 1/4



TV-9002
9 1/16 x 1 1/4



TV-9001
9 1/16 x 1 1/4



TV-6002
6 x 1 1/4



TV-6001
6 x 1 1/4



TVB-1202
In Angle

When corner units are used vertically, in and out angles of caps and bases (not fillets or up and down corners) shown on opposite page will member. When used horizontally, angles shown at the right will member. See also sketches A and B.

ORNAMENTAL TRIM UNITS

Door & Corner Treatment with TV-720



TV-720
12 1/8 x 1 1/4 Stretcher



TVC-1202
Out Angle



TVC-1205
Out Angle



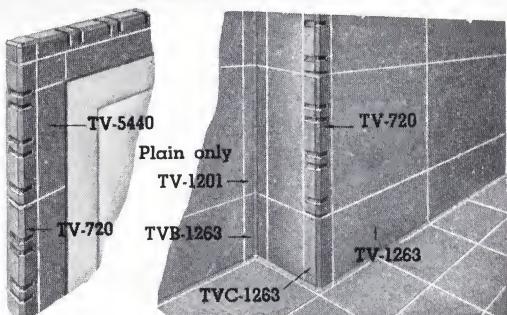
TVN-720
Down Corner



TVC-664
Out Angle



TVC-663
Out Angle



TREATMENT FOR CURVED WAINSCOT OR WINDOW BULKHEAD



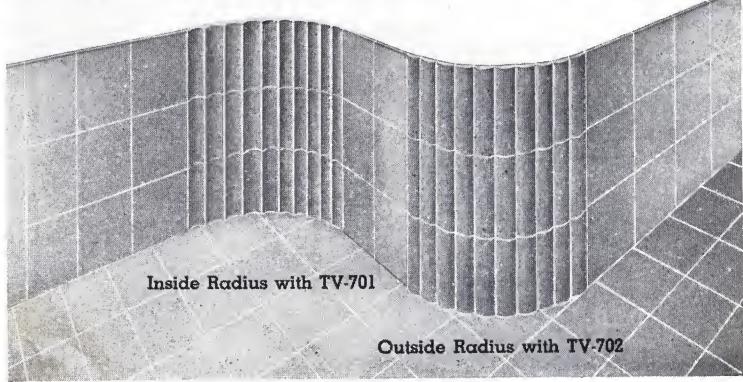
TV-760
Fluted Trim
12 1/8 x 6



TV-701
Concave Flute
12 1/8 x 2 7/8



TV-702
Convex Flute
12 1/8 x 2 7/8



Terra Vitra Trim

CAP UNITS



All Cap Units have a $\frac{7}{8}$ " Return to Plaster Line



TV-1204
12 $\frac{1}{8}$ x 1 $\frac{3}{4}$ Stretcher



TVC-1204
Out Angle



TVB-1204
In Angle



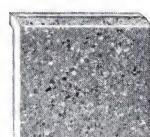
(Fillet)
TVY-1204
Sq. In Angle



TVM-1204
Up Corner



TVN-1204
Down Corner



TV-664
6 x 6 Stretcher



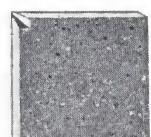
(Also used as
Sq. In Angle TVY-1264)
(Fillet)



TVC-664
Sq. In Angle



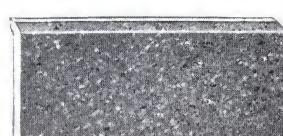
TVB-664
In Angle



TVM-664
Up Corner



TVN-664
Down Corner



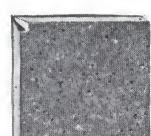
TV-1264
12 $\frac{1}{8}$ x 6 Stretcher



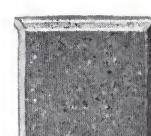
TVC-1264
Out Angle



TVB-1264
In Angle

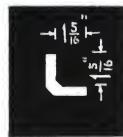


TVM-1264
Up Corner



TVN-1264
Down Corner

BASE UNITS



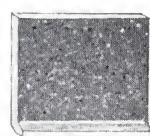
TV-1205
12 $\frac{1}{8}$ x 1 $\frac{3}{4}$ Stretcher



TVC-1205
Out Angle



TVB-1205
In Angle



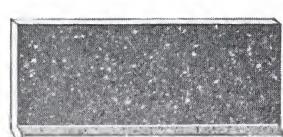
TV-663
6 x 6 Stretcher



TVC-663
Out Angle



TVB-663
In Angle



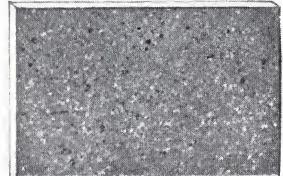
TV-1263
12 $\frac{1}{8}$ x 6 Stretcher



TVC-1263
Out Angle



TVB-1263
In Angle



TV-1293
12 $\frac{1}{8}$ x 9 $\frac{1}{4}$ Stretcher



TVC-1293
Out Angle

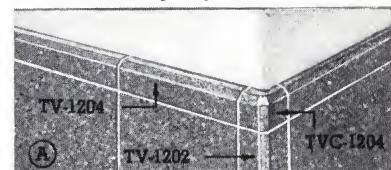


TVB-1293
In Angle



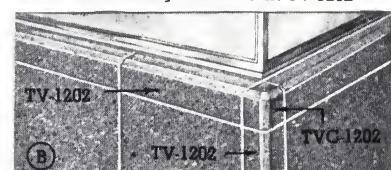
Return on Cap and Corner Units

Illustrating Cap Unit TV-1204



Cap Units have a return of $\frac{7}{8}$ " and can be used in the same way as other types of caps. The return extends to the plaster line

Illustrating Corner Unit TV-1202

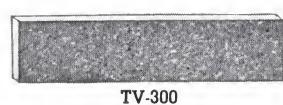
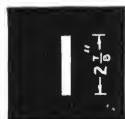


CORNER UNITS have a return of $1\frac{1}{4}$ " and can be used as cap when a deep return is wanted such as around store windows

Terra Vitra Trim

All Trim has square edges

BAND AND STRIP UNITS



TV-300
12 1/8 x 2 1/8 Stretcher



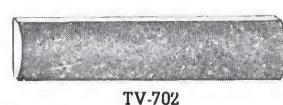
TVC-300
Out Angle



TVB-300
In Angle



TVMN-300
Up & Down Corner



TV-702
12 1/8 x 2 1/8 Stretcher



TVC-702
Out Angle



TVB-702
In Angle



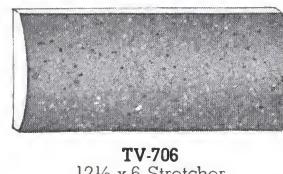
TVM-702
Up & Down Corner



TVV-702
3-way Junction



TVX-702
4-way Junction



TV-706
12 1/8 x 6 Stretcher



TVC-706
Out Angle



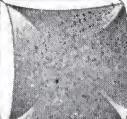
TVB-706
In Angle



TVM-706
Up & Down Corner



TVV-706
3-way Junction



TVX-706
4-way Junction

PLAIN CORNER UNITS



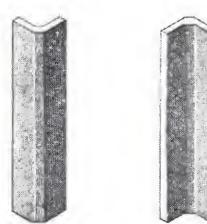
TV-1202
12 1/8 x 1 3/4



TV-1201
12 1/8 x 1 3/4



TV-9002
9 1/16 x 1 3/4



TV-9001
9 1/16 x 1 3/4



TV-6002
6 x 1 3/4



TV-6001
6 x 1 3/4



TVC-1202
Out Angle

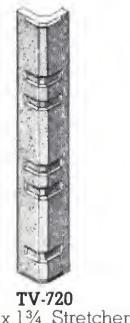


TVB-1202
In Angle

When corner units are used vertically, in and out angles of caps and bases (not fillets or up and down corners) shown on opposite page will member. When used horizontally, angles shown at the right will member. See also sketches A and B.

ORNAMENTAL TRIM UNITS

Door & Corner Treatment with TV-720



TV-720
12 1/8 x 1 3/4 Stretcher



TVC-1202
Out Angle



TVC-1205
Out Angle



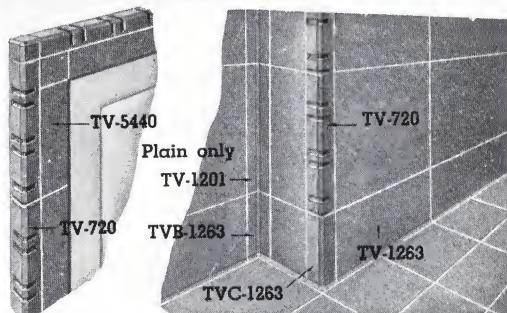
TVN-720
Down Corner



TVC-664
Out Angle



TVC-663
Out Angle



TREATMENT FOR CURVED WAINSCOT OR WINDOW BULKHEAD



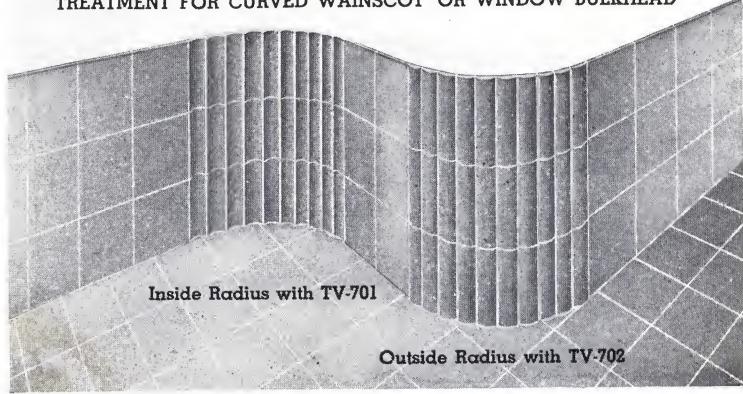
TV-760
Fluted Trim
12 1/8 x 6



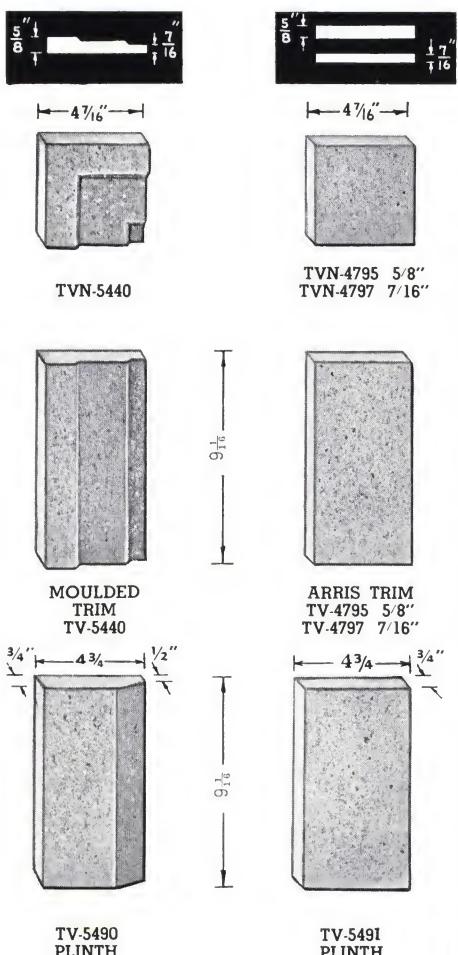
TV-701
Concave Flute
12 1/8 x 2 1/8



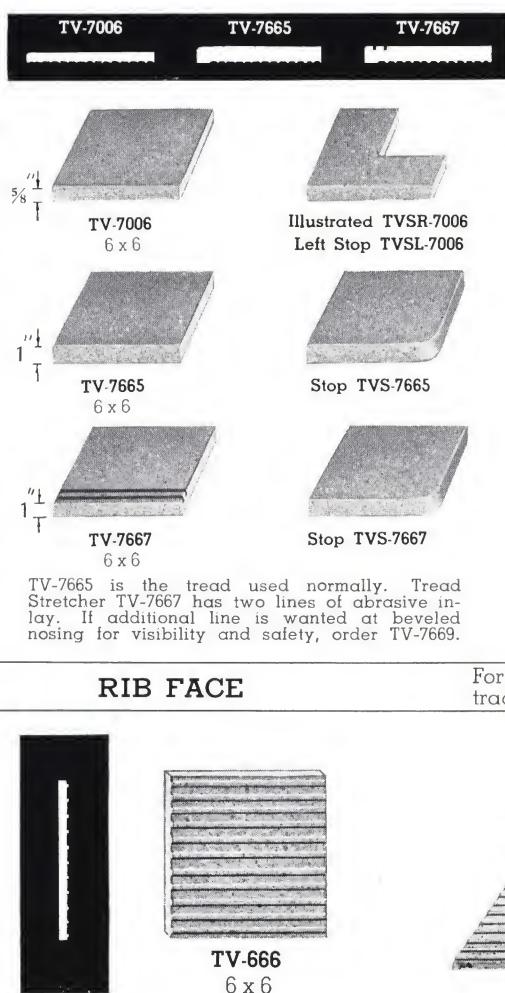
TV-702
Convex Flute
12 1/8 x 2 1/8



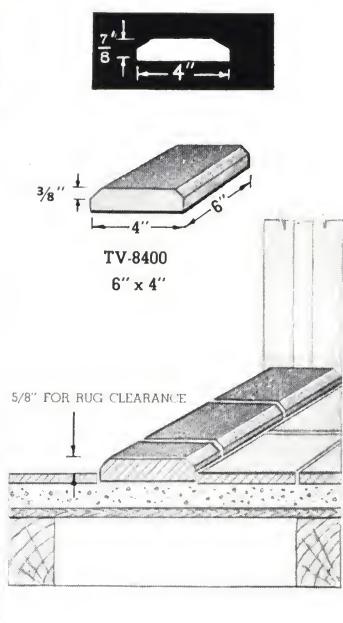
DOOR AND WINDOW TRIM



SILL AND TREAD UNITS

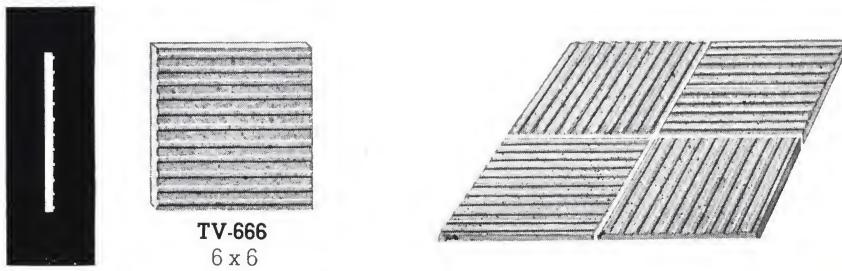


THRESHOLD



RIB FACE

For walls and for floors where extra traction is desired, such as pool runways

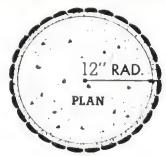


FLUTED TREATMENTS

CORNER TREATMENT

FLUTED TREATMENT

COLUMN



Using TV-702

PIER

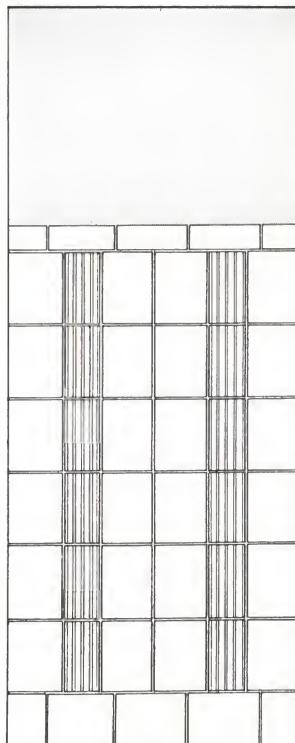


TV-702 and TV-1202

For large radius curves, the 12 $\frac{1}{8}$ " x 6" Convex Flute TV-702 may be used in the manner shown above or in combination with the 12 $\frac{1}{8}$ " x 2 $\frac{3}{8}$ " Convex Flute TV-702.



Field: 12 $\frac{1}{8}$ x 9 $\frac{1}{16}$, Horizontal
Corner: TV-9002, 9 $\frac{1}{16}$ x 2 $\frac{1}{2}$
Base: 12 $\frac{1}{8}$ x 9 $\frac{1}{16}$ Oblong



Cap: TV-4797, 4 $\frac{7}{16}$ x 9 $\frac{1}{16}$
Field: 9 $\frac{1}{16}$ x 12 $\frac{1}{8}$ Vertical
Fluting: TV-760, 6 x 12 $\frac{1}{8}$
Base: 12 $\frac{1}{8}$ x 9 $\frac{1}{16}$ Oblong

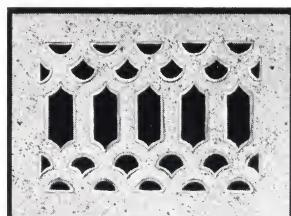


No. TV-62

6 x 12½

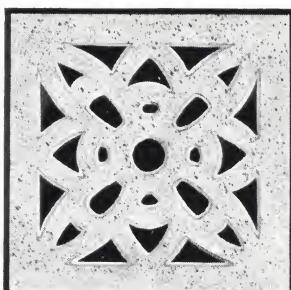


No. TV-60 6 x 6



No. TV-92

9 1/16 x 12 1/8



No. TV-120

12 1/8 x 12 1/8



No. TV-90 9 1/16 x 9 1/16

GRILLES

The grilles illustrated on this page are stock designs and can be furnished on short notice. They are obtainable in any of the twenty-six colors shown on page 15.

Special grilles in standard Terra Vitræ sizes can be made from architect's full-sized drawings at small additional cost over that of stock designs. The detail of such special designs must be no finer than that of the stock patterns shown; openings must be at least one inch in diameter.



TV-21 6 x 6



TV-22 6 x 6



TV-23 6 x 6

DECORATION AND LETTERING

Firm names, trademarks, decorative or directional designs may be cut into the face of any flat Terra Vitræ unit and filled with an everlasting ceramic glaze in bright color. The glaze inlay in combination with the light and shade produced by the depressed letters or designs, makes this a very effective type—signs are easily read, trademarks and ornamentations can be made to stand out. The glaze inlay remains bright, does not fade or tarnish and never needs to be renewed.

The colors in which the glaze inlay is available are:

White

Blue

Red

Brown

Black

Green

Yellow

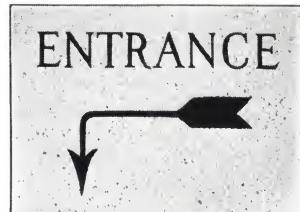
When a particular style is required for a trade name, a print or sketch should be submitted.

Any of the styles of lettering on this page may be specified or identified by the word in which it is shown. Other styles of lettering can be furnished.

The designs TV-21, TV-22, TV-23 and TV-41 are merely examples and, like the lettering, can be furnished in any of the above six colors. Other designs from full-sized details can be carried out.



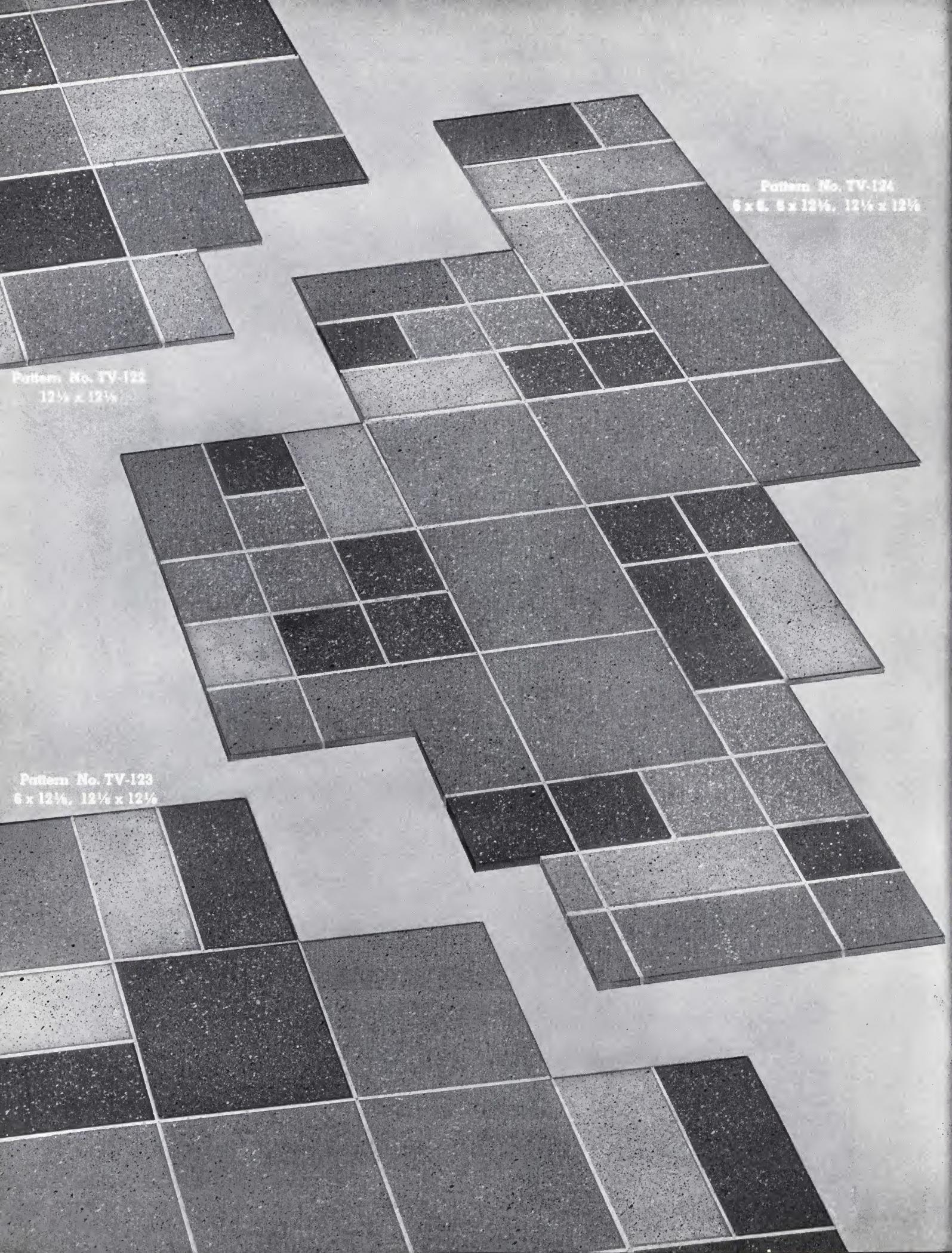
TV-41 12 1/8 x 12 1/8



ENTRANCE

**EXAMPLES OF LETTERING**

The Flower Fair Bill's Place
LUSTRA MERMAID BERHA
PALLADINE horning chocolates
LONDON TAVERN



Pattern No. TV-124
5 x 8, 6 x 12½, 12½ x 12½

Pattern No. TV-122
12½ x 32½

Pattern No. TV-123
6 x 12½, 12½ x 12½



Terra No. TV-10
Ex. 6x12", 12x12", 18x18"

Terra No. TV-12
Ex. 6x12", 12x12", 18x18"

L A R G E S C A L E F L O O R S

Large floor areas in public buildings, stores, banks, hotels and theatres require large-scale patterns. The large units available in Terra Vitra are well adapted to such work.

Geometric borders, decorative or functional motifs, directional or traffic bands can be worked out and incorporated in the floor design from standard sizes and halves. Special designs for large floors will gladly be made upon request.

Terra Vitra floors are free from expensive maintenance and involve no upkeep cost other than cleaning. Exceptional wear-resistance even under heavy foot traffic is one of their money-saving advantages. The face of Terra Vitra is slightly granular which assures good traction; yet the finish is smooth and resembles in appearance that of a waxed floor. Above all, a Terra Vitra floor will last as long as the building and retain its attractiveness.

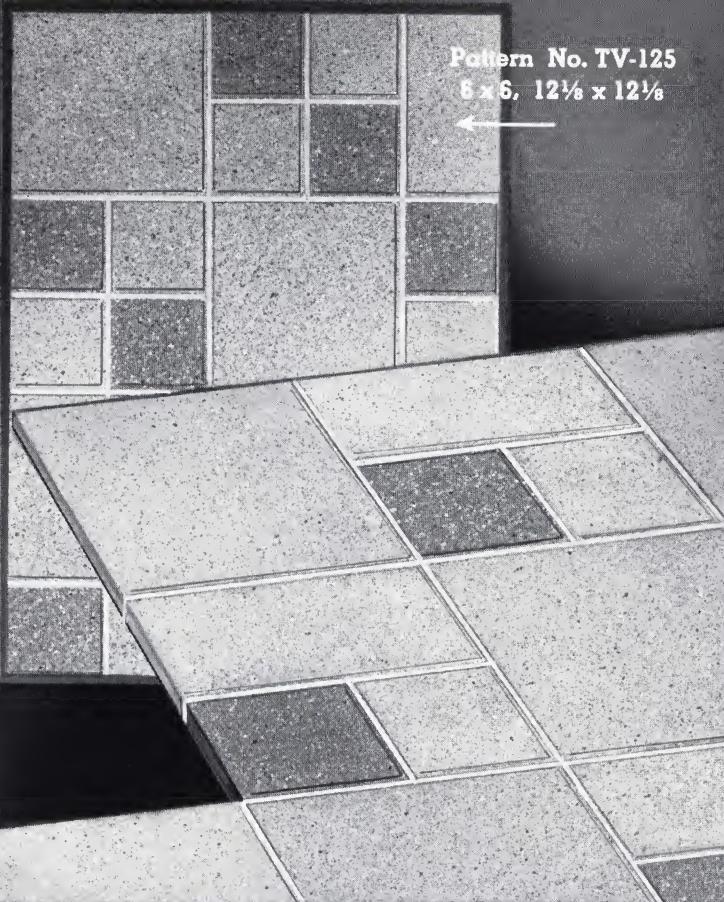


Pattern No. TV-125
6 x 6, 12 $\frac{1}{8}$ x 12 $\frac{1}{8}$

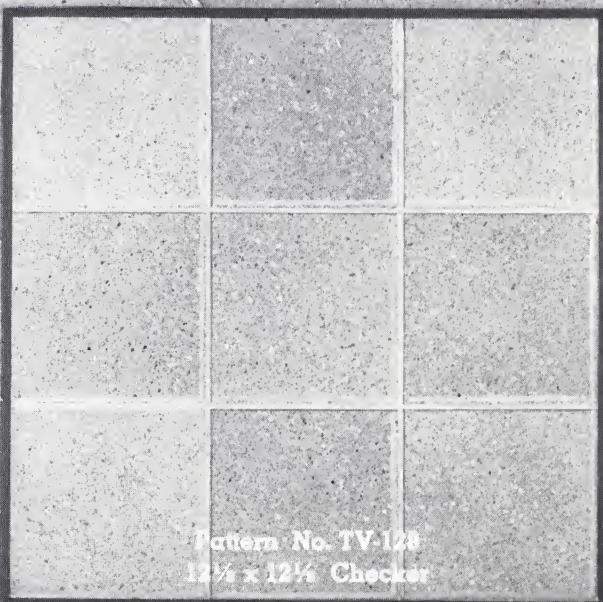


Pattern No. TV-117
12 $\frac{1}{4}$ " Octagon
4 $\frac{7}{16}$ " Dot

Pattern No. TV-121
6 x 6, 8 x 12 $\frac{1}{4}$, 12 $\frac{1}{8}$ x 12 $\frac{1}{8}$



Pattern No. TV-126
6 x 6, 12 $\frac{1}{8}$ x 12 $\frac{1}{8}$



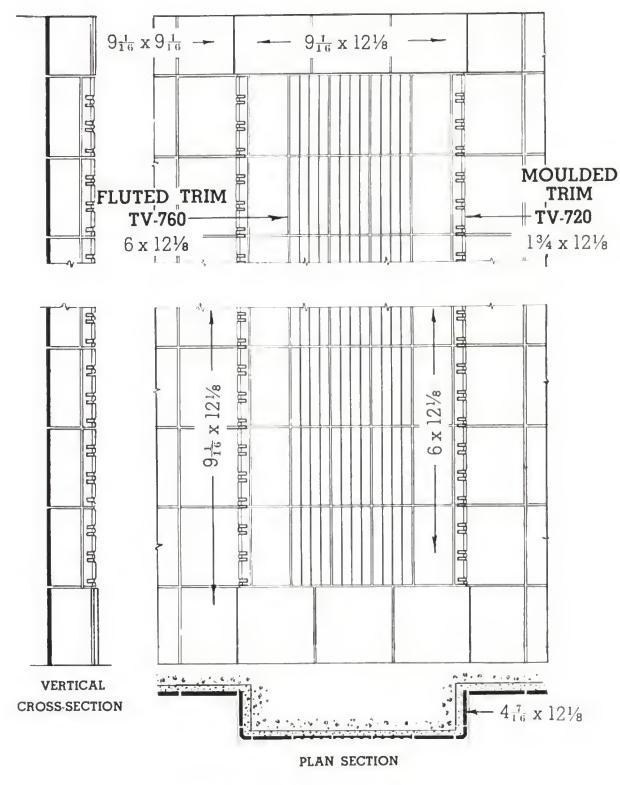
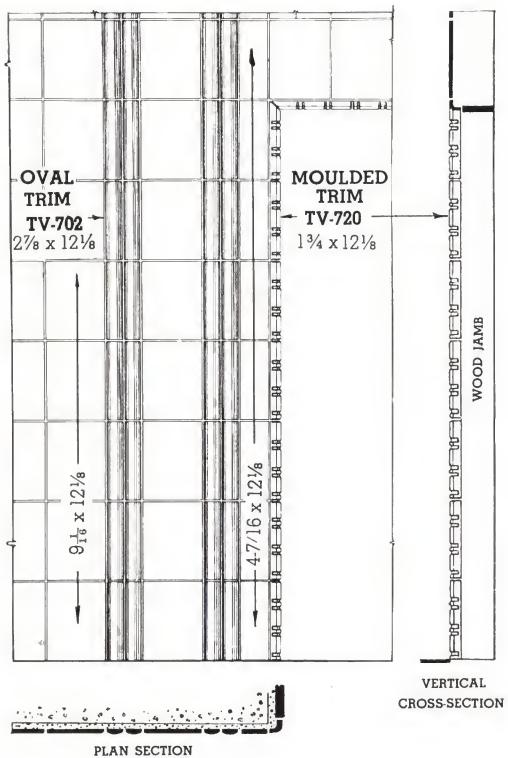
Pattern No. TV-128
12 $\frac{1}{4}$ x 12 $\frac{1}{4}$ Checker

ORNAMENTAL DETAILS

INDIVIDUAL UNITS
SHOWN ON PAGE 23



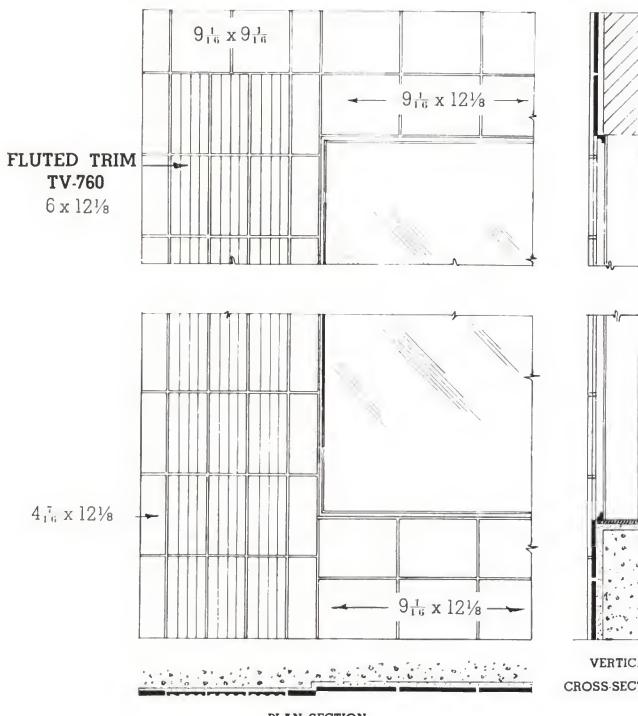
WALL AND DOOR TREATMENT



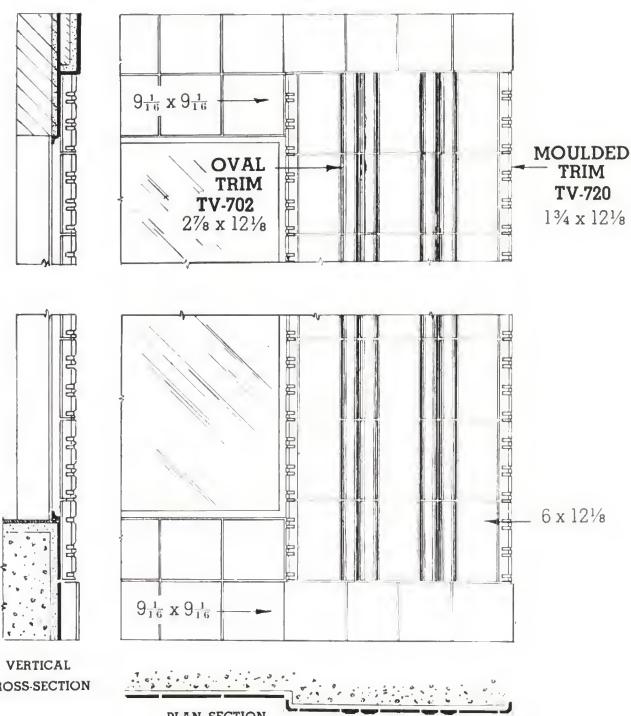
PILASTER TREATMENT

The suggestions on this page indicate possibilities for the use of ornamental trim with plain units. Numerous other combinations and effects may be worked out with the trim shapes shown on page 23.

PILASTER TREATMENT—STORE FRONT

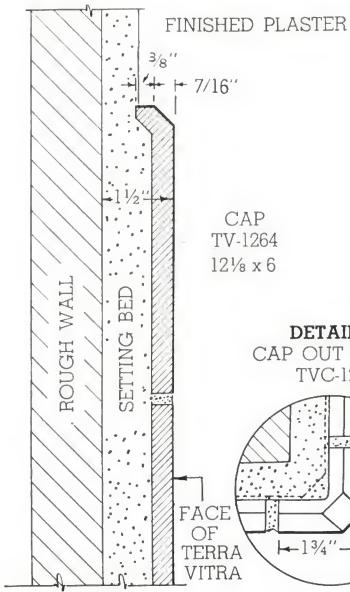


PILASTER TREATMENT—STORE FRONT

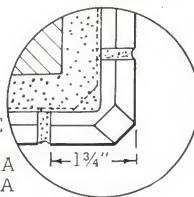


STRUCTURAL DETAILS

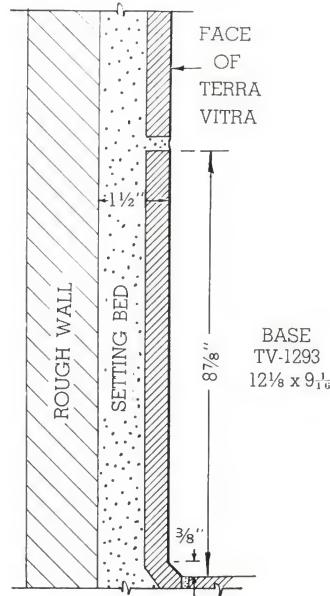
FOR CAP, BASE AND OPENINGS



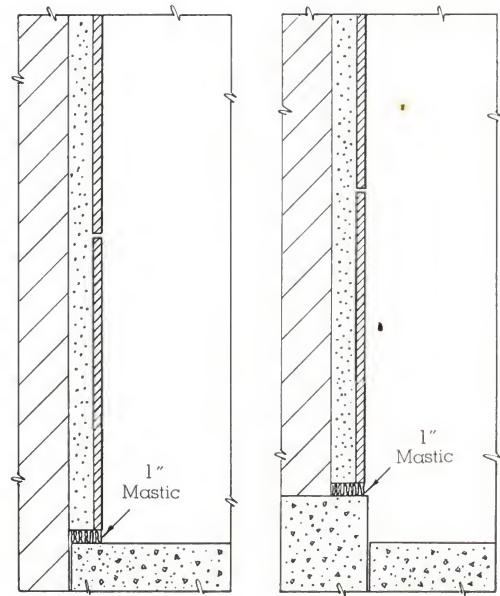
ENLARGED CROSS SECTION OF STANDARD CAP TREATMENT



DETAIL G
CAP OUT ANGLE
TVC-1264



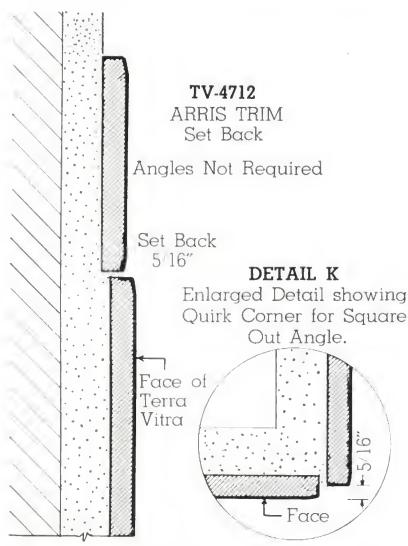
ENLARGED CROSS SECTION OF STANDARD BASE TREATMENT



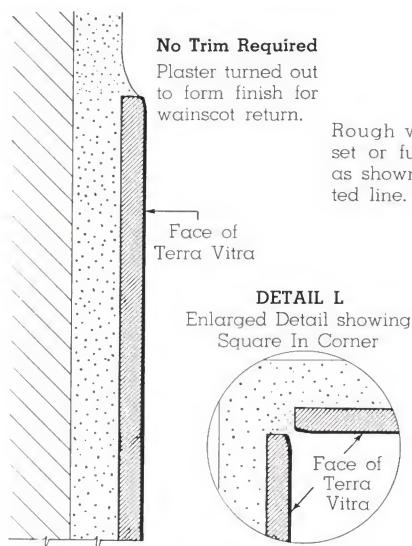
BULKHEADS.—The first course of Terra Vitra should wherever possible be installed so it will not overhang onto the pavement. Where this can not be done, an one-inch space between tile and pavement will usually take care of frost movements. This clearance will allow the pavement to move up and down without forcing the tile loose. The clearance may be filled with mastic.

SIMPLIFIED WAINSCOT TREATMENTS

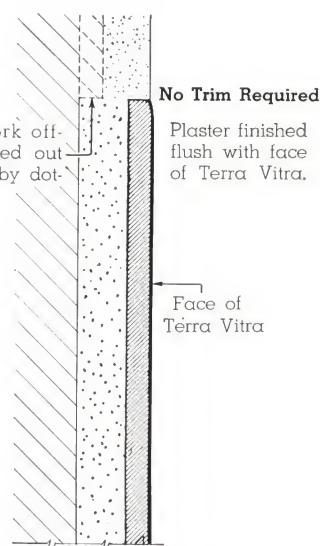
For these Simplified Treatments, Flat Terra Vitra can be used throughout without Trimmers. Base, Cap and Corners are formed with Flat Units.



ENLARGED CROSS SECTION TOP OF WAINSCOT



ENLARGED CROSS SECTION TOP OF WAINSCOT



ENLARGED CROSS SECTION TOP OF WAINSCOT

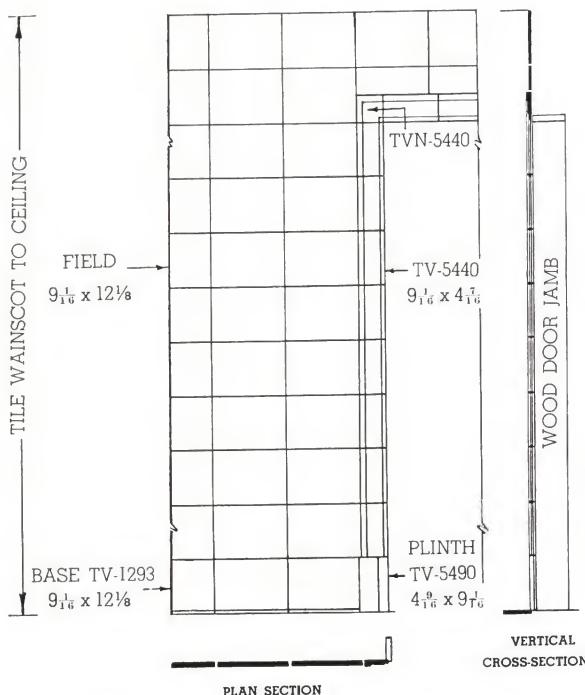
SAMPLES

Samples will be submitted as representative of the tile and the color in general. Shipments can not be matched exactly for shade, texture or finish to individual samples.

DOORWAYS



DOORWAY TREATMENT TV-1
HIGH WAINSCOT



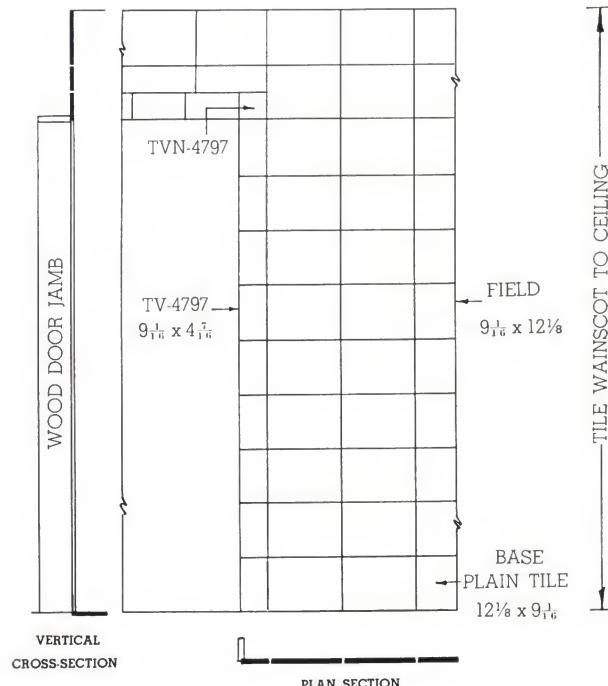
DOOR TREATMENT TV-1. Door opening trimmed with Moulded Trim TV-5440, $9\frac{1}{6} \times 4\frac{7}{16}$, and Plinth TV-5490, $4\frac{9}{16} \times 9\frac{1}{6}$.

For Jamb Detail see Treatment-M

Explanatory details: a blueprint or sketch of the areas to be tiled should accompany orders. These will enable the factory to assemble, size, blend and pack the tile for individual spaces and hold variations to a minimum. As in other clay products, the variables in Terra Vira are not subject to perfect control.

1

DOORWAY TREATMENT TV- 2
HIGH WAINSCOT

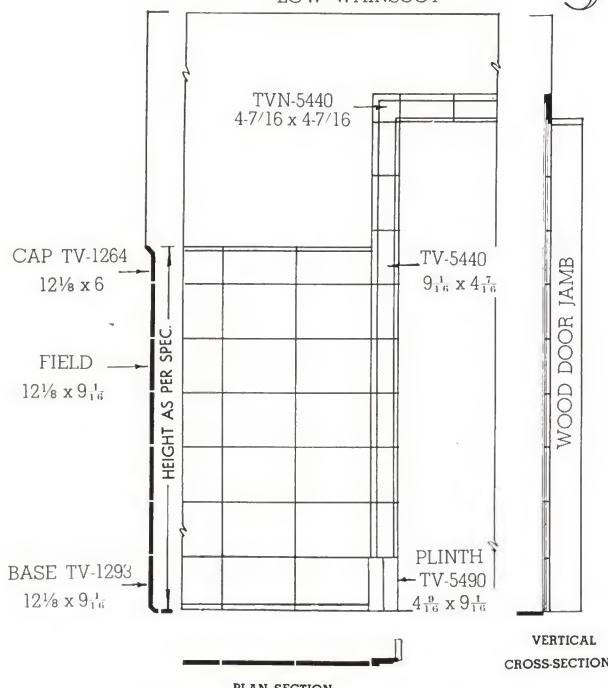


DOOR TREATMENT TV-2. Door opening trimmed with Plain Trim TV-4797, $9\frac{1}{6} \times 4\frac{7}{16}$. Trim kept flush with field units.

For Jamb Detail see Treatment-N

3

DOORWAY TREATMENT TV- 3
LOW WAINSCOT

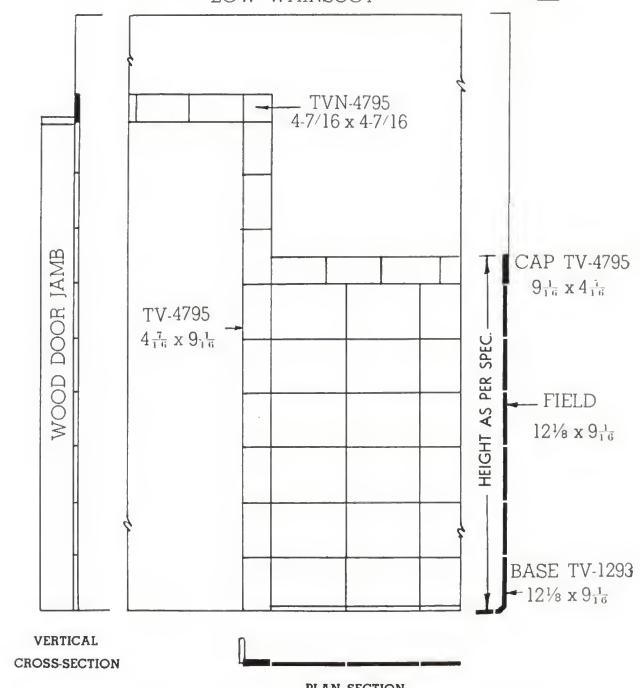


DOOR TREATMENT TV-3. Door opening trimmed with Moulded Trim TV-5440, $9\frac{1}{6} \times 4\frac{7}{16}$, and Plinth TV-5490, $4\frac{9}{16} \times 9\frac{1}{6}$.

For Jamb Detail see Treatment-P

4

DOORWAY TREATMENT TV- 4
LOW WAINSCOT

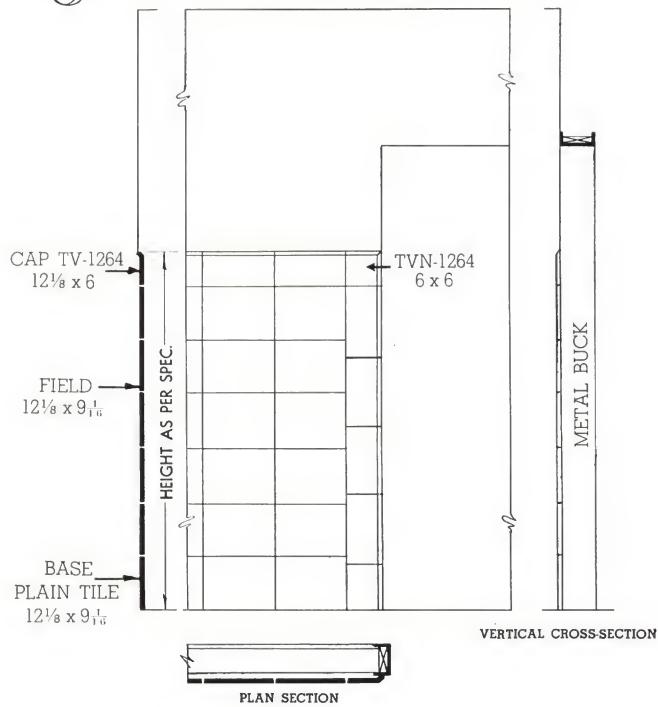


DOOR TREATMENT TV-4. Door opening trimmed with Plain Trim TV-4795, $9\frac{1}{6} \times 4\frac{7}{16}$. Trim kept flush with field units.

For Jamb Detail see Treatment-Q

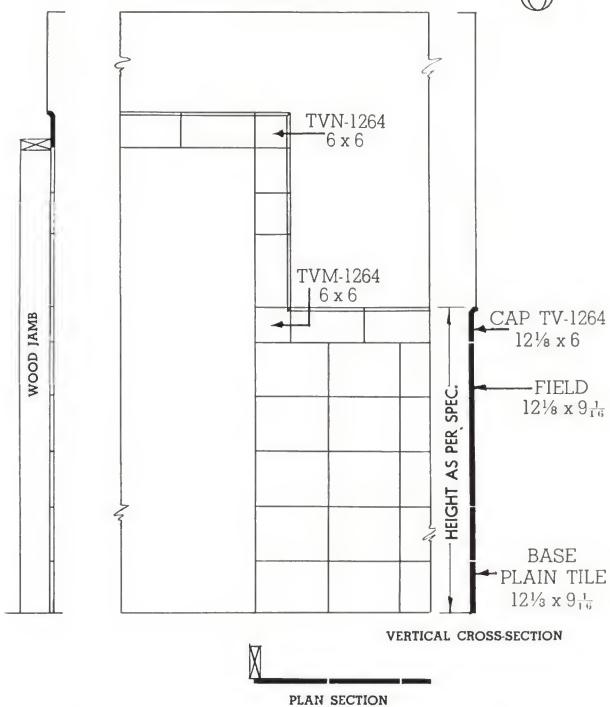
5

DOORWAY TREATMENT TV- 5
LOW WAINSCOT



6

DOORWAY TREATMENT TV- 6
LOW WAINSCOT



DOOR TREATMENT TV-5. Wainscot finished at top with Cap TV-1264, 12 1/8 x 6. Same cap unit used at door opening to form return for wainscot against metal buck.

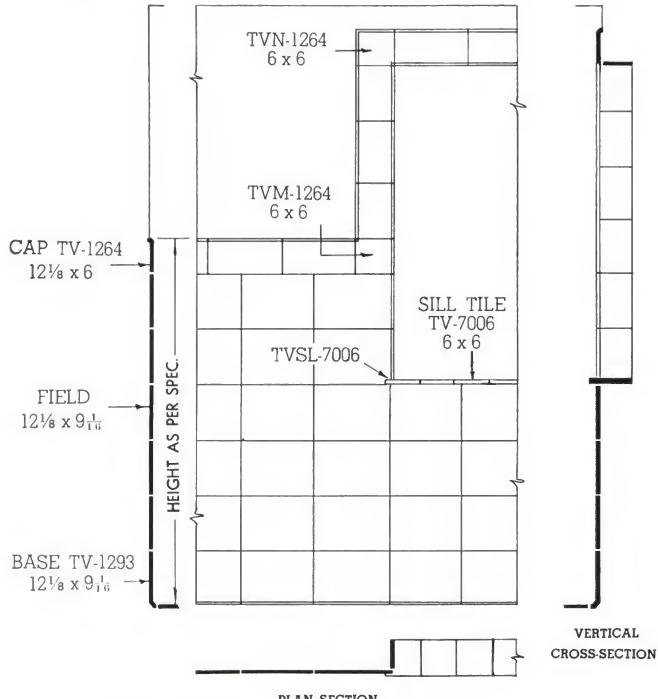
For Jamb Detail see Treatment-R

DOOR TREATMENT TV-6. Wainscot finished at top with Cap TV-1264, 12 1/8 x 6. Cap continued up and over doorway.

For Jamb Detail see Treatment-N

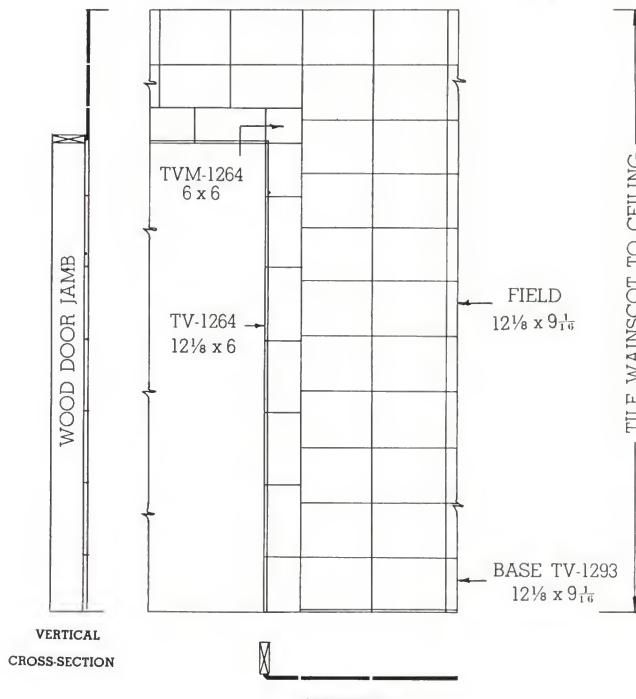
7

WINDOW TREATMENT TV-7
LOW WAINSCOT



8

DOORWAY TREATMENT TV-8
HIGH WAINSCOT



TILE WAINSCOT TO CEILING

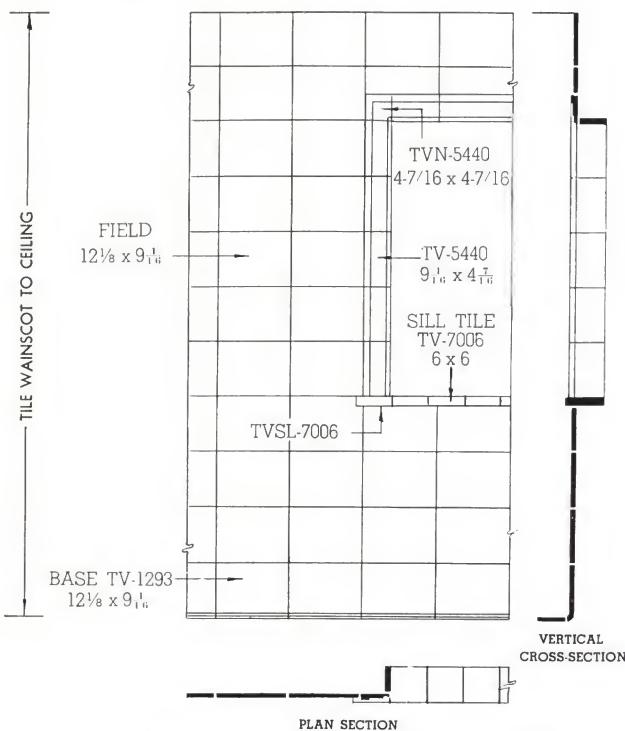
WINDOW TREATMENT TV-7. Cap TV-1264 used at top of wainscot and continued up and over window. Window jambs faced with plain units forming quirk joint where cap and field units meet the jamb units. Window sill finished with sill tile TV-7006, 6 x 6.

DOOR TREATMENT TV-8. Door opening trimmed with Moulded Trim TV-1264, 12 1/8 x 6. Face of trim flush with field units.

For Jamb Detail see Treatment-O

9

WINDOW TREATMENT TV-9
HIGH WAINGSCOT

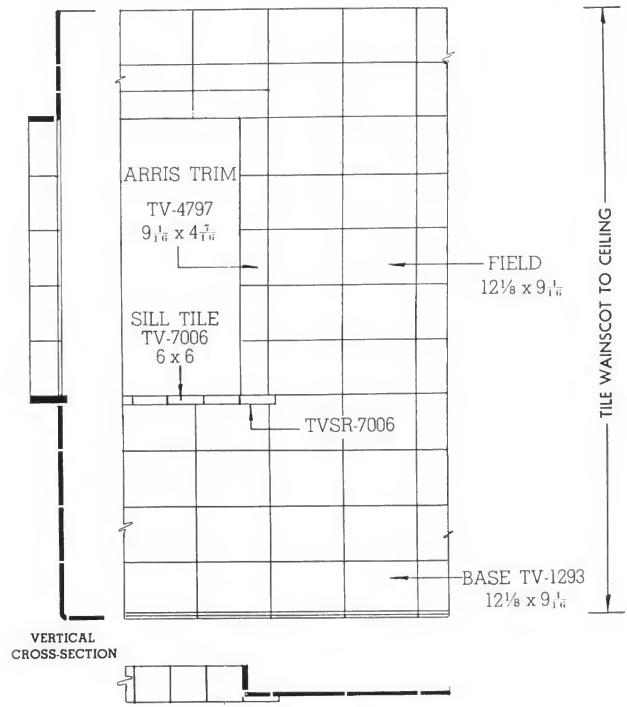


WINDOW TREATMENT TV-9. Window trimmed with Moulded Trim TV-5440, $9\frac{1}{16}$ x $4\frac{7}{16}$. Window sill finished with sill tile TV-7006, 6 x 6. Jambs finished with plain units.

WINDOW DETAILS

10

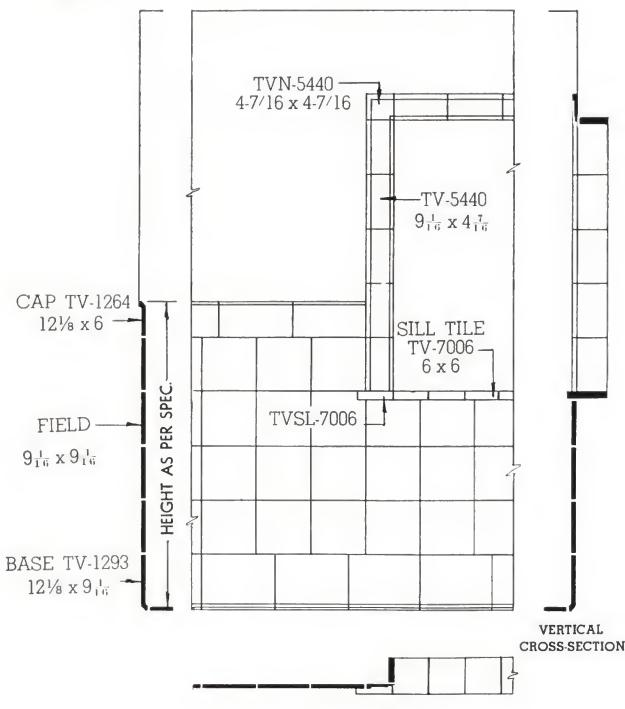
WINDOW TREATMENT TV-10
HIGH WAINGSCOT



WINDOW TREATMENT TV-10. Window trimmed with Plain Trim TV-4797, $4\frac{7}{16}$ x $9\frac{1}{16}$. Window sill finished with sill tile TV-7006, 6 x 6. Jambs finished with plain units.

11

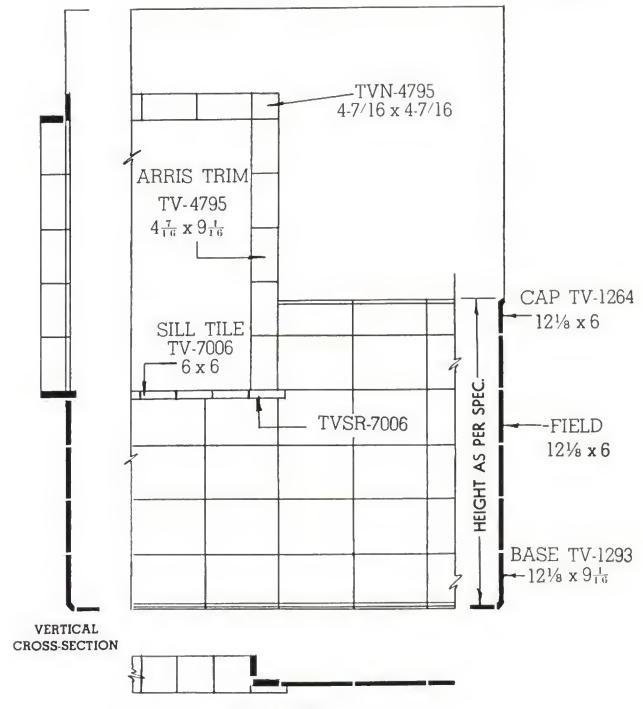
WINDOW TREATMENT TV-11
LOW WAINGSCOT



WINDOW TREATMENT TV-11. Window trimmed with Moulded Trim TV-5440, $9\frac{1}{16}$ x $4\frac{7}{16}$. Window sill finished with sill tile TV-7006, 6 x 6. Jambs finished with plain units.

12

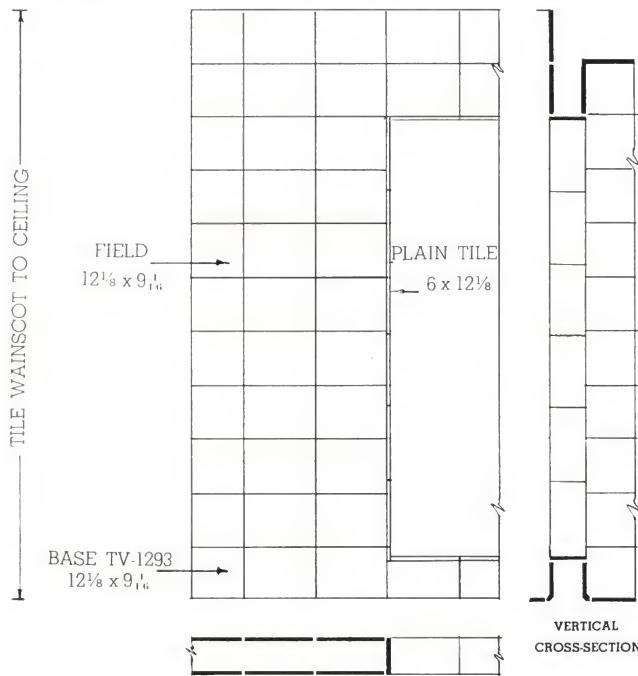
WINDOW TREATMENT TV-12
LOW WAINGSCOT



WINDOW TREATMENT TV-12. Window trimmed with Plain Trim TV-4795, $4\frac{7}{16}$ x $9\frac{1}{16}$. Window sill finished with sill tile TV-7006, 6 x 6. Jambs finished with plain units.

13

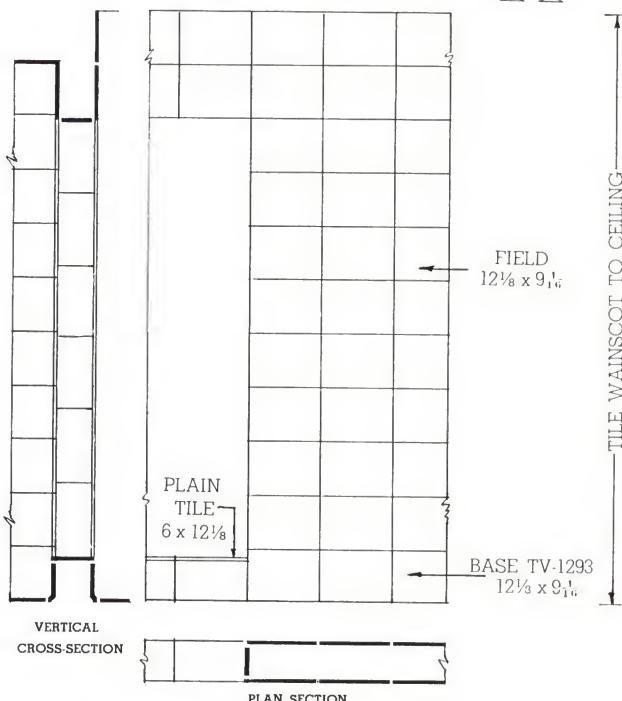
SHOWER DOOR TREATMENT TV-13
HIGH WAINSCOT



SHOWER DOOR TREATMENT TV-13. Jambs of shower opening finished with plain units, $6 \times 12\frac{1}{8}$. Edge of jamb units flush with face of field units.

SHOWER OPENINGS

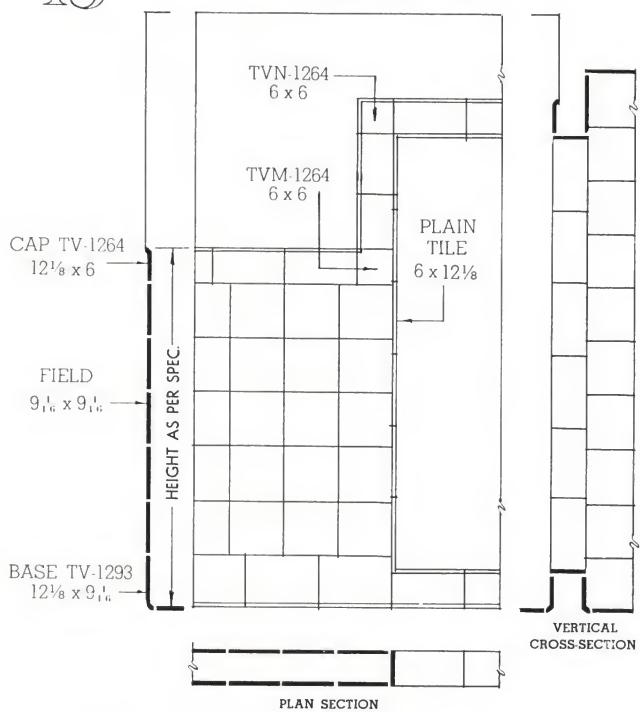
SHOWER DOOR TREATMENT TV-14
HIGH WAINSCOT



SHOWER DOOR TREATMENT TV-14. Jambs of shower opening finished with plain units, $6 \times 12\frac{1}{8}$. Edge of field units flush with face of jamb units.

15

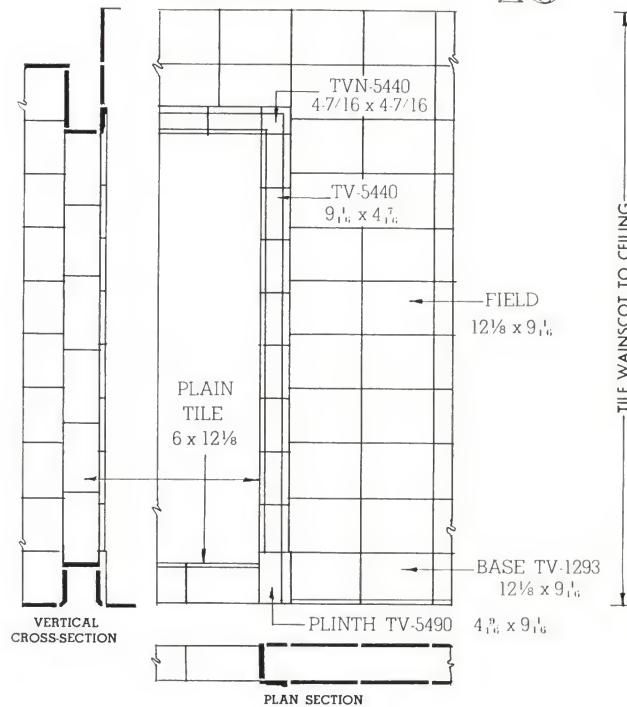
SHOWER DOOR TREATMENT TV-15
LOW WAINSCOT



SHOWER DOOR TREATMENT TV-15. Jambs of shower opening finished with plain units, $6 \times 12\frac{1}{8}$. Edge of jamb units flush with face of field units. Wainscot Cap TV-1264 extends up and over shower opening and is flush with edge of shower jambs.

16

SHOWER DOOR TREATMENT TV-16
HIGH WAINSCOT



SHOWER DOOR TREATMENT TV-16. Jambs of shower opening finished with plain units, $6 \times 12\frac{1}{8}$. Face of opening finished with Moulded Trim TV-5440, $9\frac{1}{16} \times 4\frac{7}{16}$ and Plinth TV-5490, $4\frac{9}{16} \times 9\frac{1}{16}$.

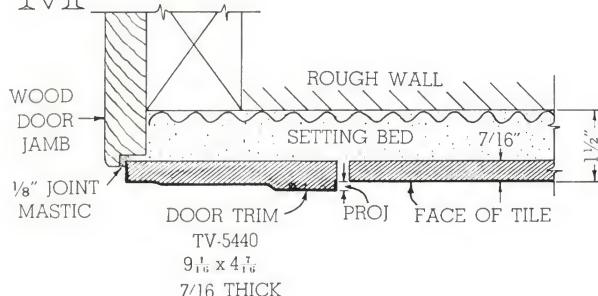
J A M B D E T A I L S

RABBET WOOD JAMBS.—The details on this page are included chiefly for the purpose of recommending a rabbeted jamb when tile has to be set against wood and when a shrinkage joint must be expected to develop at that point. A rabbeted jamb can shrink away from the tile without increasing the width of the joint and, when neatly sealed with mastic, will tend to stay closed.

SHADE VARIATION.—As in other burned-clay products, the shade of the tile is not subject to absolute control and variation will occur. By a method known as "blending," an average shade for individual areas is obtained through sorting at the factory. In planning large areas, particularly floors, it is recommended to provide for designs, patterns or color combinations which tend to obscure this normal variation in shade.

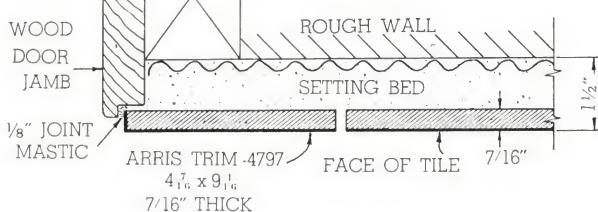
M

TREATMENT-M



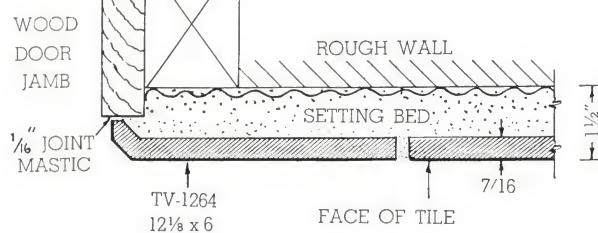
N

TREATMENT-N

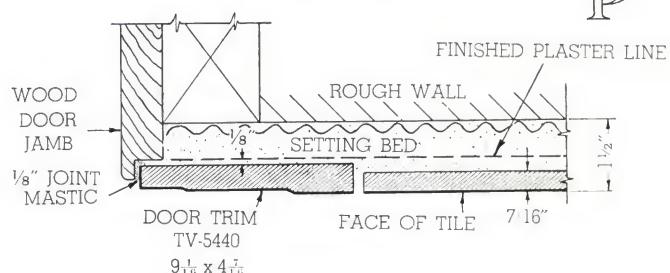


O

TREATMENT-O

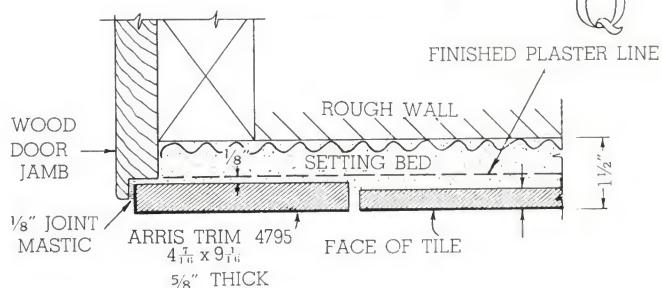


TREATMENT-P



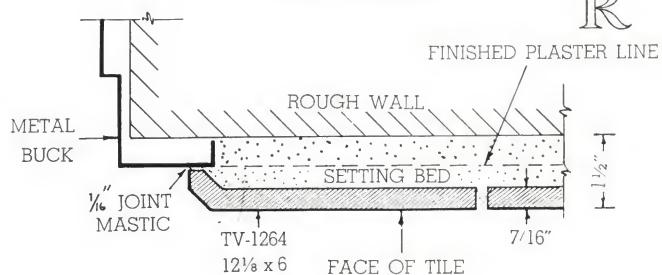
P

TREATMENT-Q



Q

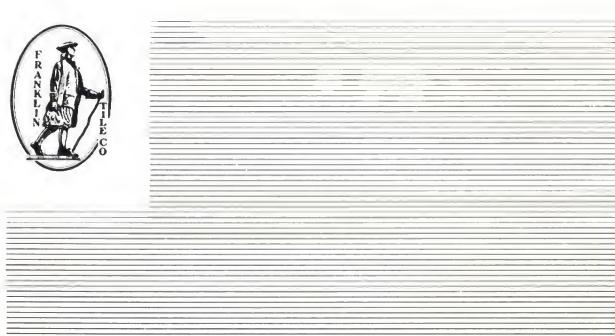
TREATMENT-R



R

WIDTH OF JOINT

All sizes and shapes of Terra Vitra are intended to be installed with a joint $\frac{1}{8}$ " wide, except Octagons, which require an $\frac{1}{4}$ " joint. The different flat and trim units are designed, manufactured, sized and shipped on this basis. A narrower joint may be used when the normal size tolerance does not interfere with proper line-up of wall units or floor patterns.



STANDARD FORM OF SPECIFICATIONS FOR TERRA VITRA

1. SPECIFICATIONS FOR PRIVATE WORK

REFERENCE

Where TERRA VITRA is proposed for use on private work, use the descriptive data included herein and incorporate it with the GENERAL PART OF SPECIFICATIONS, Paragraph 1 to 17, inclusive, of BOOKLET No. 100, issued by American-Franklin-Olean Tiles, Incorporated, Lansdale, Pennsylvania.

FOR PRIVATE WORK—SPECIFY AS FOLLOWS:

- a. Standard Grade Unglazed Vitreous Porcelain Type Cushion Edge TERRA VITRA, manufac-

tured by the Franklin Tile Company, Lansdale, Pa., and sold through American-Franklin-Olean Tiles, Incorporated, Lansdale, Pennsylvania.

The TERRA VITRA shall be (specify size here), in (specify color here), approximately $\frac{3}{8}$ ths to $\frac{7}{16}$ ths of an inch thick, depending upon the size of the unit and the color. The TERRA VITRA shall be precisely formed with uniform, straight edges and facial surface. The face of the TERRA VITRA shall be characterized by a textured surface which cannot be easily marred, but can be easily cleaned.

2. SPECIFICATIONS FOR PUBLIC WORK

REFERENCE

Where TERRA VITRA is proposed for use on public work, Municipal, State or Federal, use the descriptive data included herein and incorporate it with the general Tile Specifical Data outlined in: STANDARD FORM OF SPECIFICATION FOR TILEWORK, P. W. A. PROJECTS, issued by American-Franklin-Olean Tiles, Incorporated, Lansdale, Pennsylvania.

FOR PUBLIC WORK—SPECIFY AS FOLLOWS:

- a. Standard Grade Unglazed Vitreous Porcelain Type Tile, Cushion Edge. The Tile shall be (specify size here), in (specify color here), and not less than $\frac{3}{8}$ ths of an inch thick. The Tile shall be precisely formed with uniform, straight edges and facial surface. The face of the Tile shall be characterized by a textured surface which cannot be easily marred, but can be easily cleaned.
- b. CERTIFICATE OF QUALITY—Before any Tile is delivered to the job, the Tile Contractor shall furnish the Architect with a Certificate of Quality signed by the Manufacturer, certifying that representative samples of the kind and type of Tile to be furnished for the job have been subjected previously to the Standard of Performance Tests and have passed successfully all requirements as scheduled below.

(NOTE—If the Architect desires to have the Standard of Performance Tests executed upon representative samples taken directly from the lot of Tile to be used on the job, he shall state definitely the quantity of the lot of Tile from which the samples shall be taken. One test for every lot of Tile of four to five thousand square feet is recommended. All costs for samples and tests shall be borne by the Tile Contractor. The Certificate of Quality shall be issued by the Testing Laboratory.)

ABSORPTION TEST. The average moisture absorption of representative samples submitted for test shall not exceed 2% by weight of the Tile.

DISC ABRASION TEST. The average loss measured in grams per 100 square centimeters of wearing surface at two trials, 360 revolutions per trial, shall not exceed 2.0.

THERMAL SHOCK TEST. The Tile shall not show any signs of disintegration when subjected to the Thermal Shock Test placed from air at 212 degrees F. to ice water at 36 degrees F.

BOND TEST. Representative samples of the Tile bedded in cement mortar shall be subjected to the 7-day and 28-day Bond Tests. The average strength of bond in shear of the samples tested shall not be less than 100 pounds per square inch for both the 7-day and 28-day tests.

IMPACT TEST. Representative samples of the Tile bedded in cement mortar which has been allowed to set for a minimum period of 7 days shall resist an impact of not less than 3.0 foot pounds executed by successive impacts of a $\frac{1}{2}$ -pound steel ball dropped from 0.10 foot pounds to 3.0 foot pounds.

HARDNESS TEST. The wearing surface of the Tile shall have an average scratch hardness of not less than 6 according to Moh's Scale of Hardness.

- c. STANDARD OF PERFORMANCE TESTS, if made, shall be in accordance with the methods and procedures followed by the Tile Industry Research Bureau, Department of Ceramics, Rutgers University, New Brunswick, New Jersey, and they shall comply with the above requirements for each test.

SHOW ROOMS

NEW YORK CITY
101 Park Avenue
101-09 East 144th Street

BROOKLYN, N. Y.
2630 Atlantic Avenue

CHICAGO, ILL.
325 West Ohio Street

DETROIT, MICH.
6150 Second Boulevard

MIAMI, FLA.
1150 South Miami Avenue

AMERICAN-FRANKLIN-OLEAN TILES LANSDALE, PENNSYLVANIA

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INDEPENDENCE, MO.
E. C. Lefman, 11521 Winner Road

ATLANTA, GA.
E. V. Garraux, 592 Hardendorf Ave., N. E.

LANSDALE, PA.
George H. Zuch, 517 York Ave.

BLOOMFIELD, N. J.
E. C. Luther, 131 Willard Ave.

MIAMI, FLA.
W. H. Burkhart, 1150 S. Miami Ave.

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Donald H. Benedict, 2630 Atlantic Ave.

MOUNT VERNON, N. Y.
Harold S. McElroy, 137 Vernon Ave.

CHICAGO, ILL.
Joseph A. D'Eath, 325 West Ohio St.

NEW YORK CITY
C. Frank Flood, 101 Park Ave.

CLEVELAND, OHIO
Donald J. Sutherland, 1836 Euclid Ave.

PHILADELPHIA, PA.
Malcolm Thorp, 7502 N. 21st St.

DALLAS, TEXAS
R. M. Jacks, 403 Construction Bldg.

PITTSBURGH, PA.
George T. Herrick, 3 Union Ave.

DETROIT, MICH.
Carl F. Beckwith, 6150 Second Blvd.

TAMPA, FLA.
W. G. Holly, 310 S. Morgan St.

SPECIAL REPRESENTATIVE James D. Maclay, Lansdale, Pa.

FOREIGN REPRESENTATIVES

CUBA
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Apartado 775, Havana, Cuba
(Charles Hess Company)

PHILIPPINE ISLANDS
Smith, Bell & Co., Ltd.,
Manila, Philippine Islands

MEXICO
Isidro Ovejas,
Sadi Carnot 81, Mexico, D. F.

PUERTO RICO
Sucs. de A. Mayol & Co., Inc.,
Apartado 152, San Juan, P. R.

Names of representatives in other countries upon request.



**Plaza Hotel
Des Moines, Iowa**

**H. W. Hartup & Co.
Architects**

Bulkhead in color 556 Heather Red; field and ornamental trim in 552 Dark Rock; Chevron band in 574 Medium Green and 552 Dark Rock.

Showroom, F. R. Dengel
Milwaukee, Wisc.

**George Schley & Sons
Architects**

Terra Vitra floor in color
574 Medium Green featuring
 $12\frac{1}{8}$ " squares.



**Woman's Dormitory
Catherine Alexander Hall
Baylor University
Waco, Texas**

**Birch D. Easterwood & Son
Architects**

This floor consists of $12\frac{1}{4}$ " octagons in color 532 Light Heather with squares in 534 Medium Heather.

TERRAVITRA
THE LARGE UNIT TILE

Sold through AMERICAN-FRANKLIN-OLEAN TILES

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Birch D. Easterwood & Son
Architects

This floor consists of 12 $\frac{1}{4}$ " octagons in color 532 Light Heather with squares in 534 Medium Heather.

TERRAVITRA
THE LARGE UNIT TILE

Sold through AMERICAN-FRANKLIN-OLEAN TILES